

Amigoe di Curaçao

DAGBLAD VOOR DE NEDERLANDSE ANTILLEN

Uitgave: N.V. Paulus Drukkerij, Willemstad, Curaçao

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Advertentie: 23550

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Welcome to Aruba, Amigos

Oranjestad — Your presence makes today one of the happiest in the rich and varied history of Aruba. Your presence puts the crown on efforts made by this community, which rightly could be called „Democracy for Prosperity“. Aruba has had its ups and downs. The last 30 years brought economic expansion of enormous proportions and development in economic and social fields at an atomic rate.

The industrial expansion program now has been completed and the rapidly growing population urgently needs new sources of income and more jobs in a hurry.

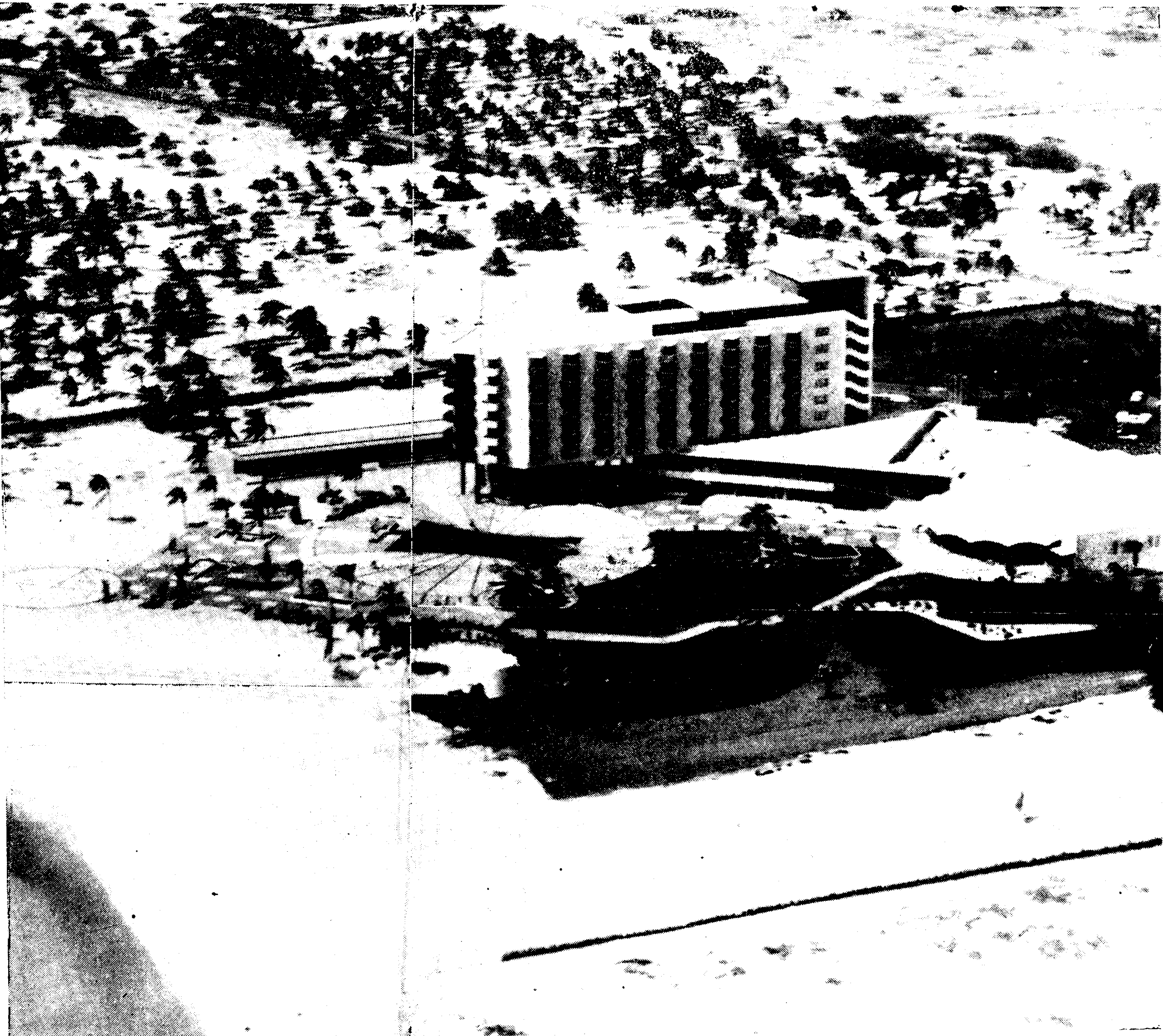
For an island the size of Aruba the investment of many millions of dollars in one project is a most serious affair. For a long time the establishment of this hotel has been, (sometimes very hotly) debated. A prominent Aruban, Mr. Juan E. Yrausquin and a young very enterprising politician Oscar Henriquez, than, after heated debates, cut the Gordian knot and, supported by the members of the majority party, decided to go ahead.

Financing problems were solved by interested financiers and investors in Venezuela and Aruba and with a generous loan from the island government.

The hotel is ready now. Great hopes are incorporated in it and the population of Aruba is now as „one man“ to make this enterprise a success.

Aruba has many natural gifts. Its beaches are the cleanest and the most beautiful in the world. The climate is heavenly and the people, 57,000 strong and composed of more than 40 nationalities and speaking many languages want to be honest friends of our guests.

Aruba hopes that you will enjoy your stay and that, when home, you'll sing the praises of Aruba, the little island with the great heart.



This is a special edition

The Amigoe di Curaçao is a daily newspaper, published entirely in the Dutch language. In its 76th year of publication, it is one of the oldest newspapers of the Netherlands Antilles.

Editor in chief is Frits Verhorst. Manager, Jean Ehlebracht.

Today's issue is a special edition, published in English, on the occasion of the opening of Aruba's glamour hotel Aruba Caribbean.

Extra copies are distributed among the hotel guests. Additional copies are available at the newsstand in the lower lobby of the hotel. This edition was compiled by the staff of the Aruba office of the Amigoe, Toricellistraat 16, Oranjestad, tel. 1233.

Most pictures were taken by the Aruba editor, Gerrit Schagen. Advertisements were sold by Caribpress, Aruba.

LAST NITE'S PICTURES!

Please turn to pages 11 and 13 for a complete picture-report on last nite's official opening of

the ARUBA CARIBBEAN HOTEL.

Copies of pictures available at lower lobby Bookstore

Spritzer & Fuhrmann
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Watchmakers Opticians

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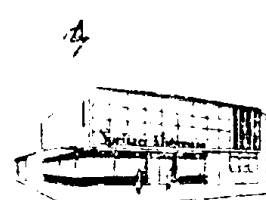
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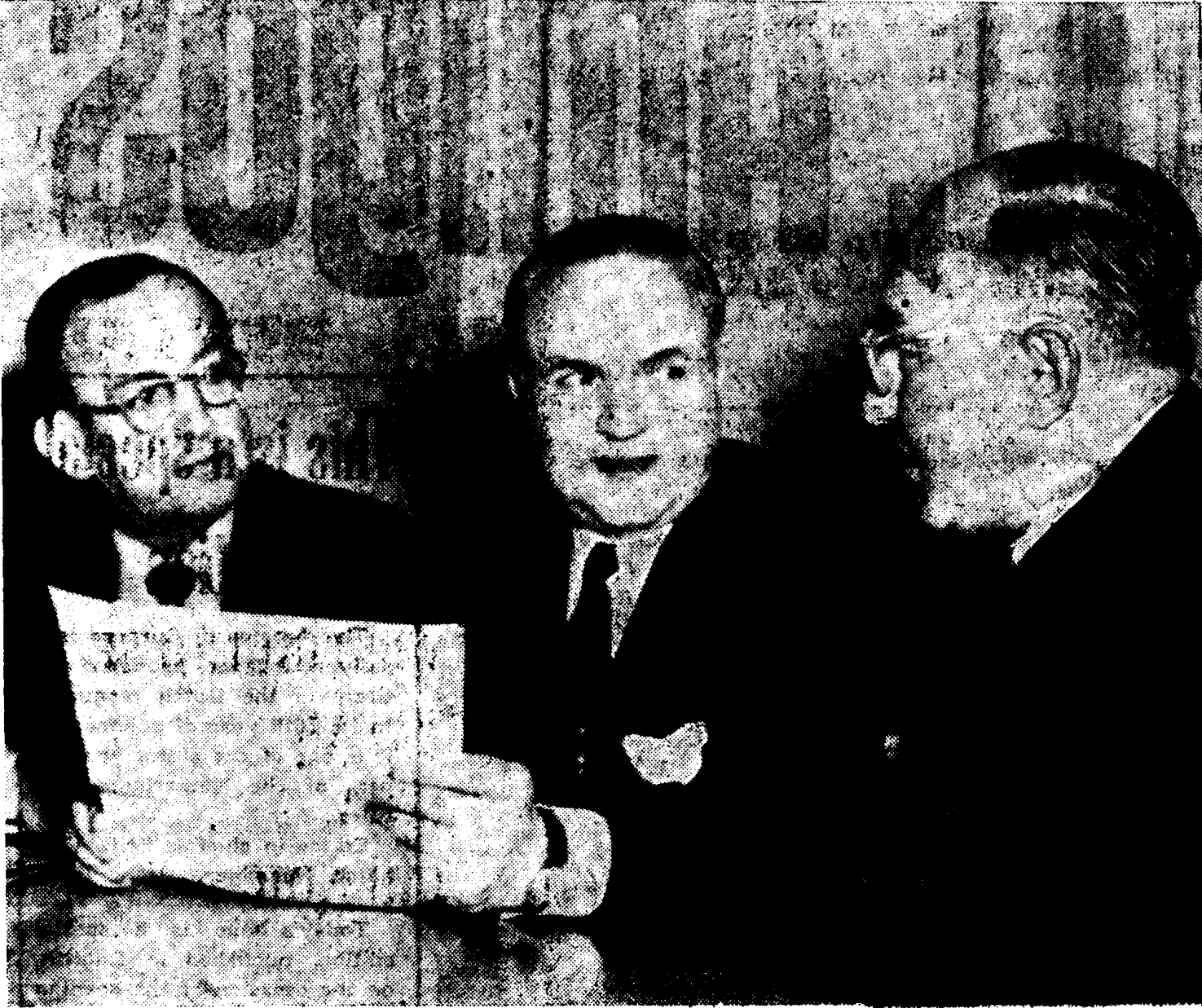
EVERY SUCCESS TO
MANAGEMENT

ARUBA CARIBBEAN HOTEL

N.V. WINKEL'S HANDEL-MAATSCHAPPIJ

ARUBA

CONDADO CARIBBEAN MANAGES
ARUBA'S GLAMOUR HOTEL



It was love on first sight... between the officers of the financing company and owners of hotel building Aruven N.V. and hoteloperators de Woskin. De Woskin's group had great experience in hotel operations in the United States and for the last few years also in the Caribbean. When the contract was closed with Aruven for management of Aruba's first big hotel, a new operators company was formed. The picture was taken, when mr. Morris R. de Woskin (center), president of the in february 1957 formed Condado Caribbean Hotels Inc. explained the plans for the new Aruba hotel to secretary Carl Devoe (right) and Nathan H. Schwartz. The Condado Caribbean chain is now operating hotels in Aruba, Puerto Rico, Havana and Panama. Aruba is not only the pride of Aruba, but also of the Condado people.

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ARUBA CARIBBEAN CABANA SHOP

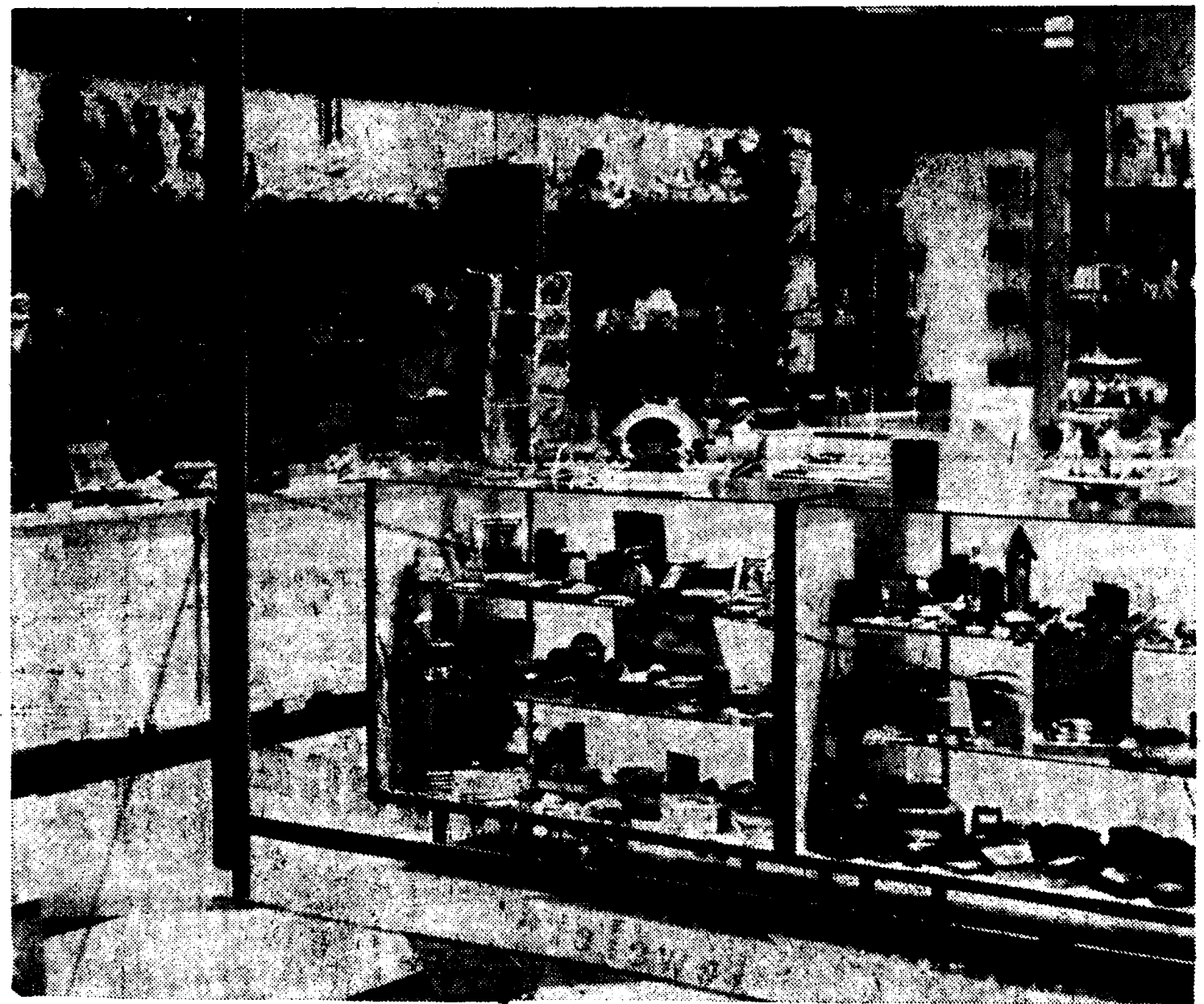
— LOWER LOBBY CARIBBEAN HOTEL —

- Cigars & cigarettes
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- Films
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Sunbeach siesta.... Shopping fiesta



One of the marvels of travelling is picking up interesting and unusual things and sometimes at so unusual prices... Now in this respect you could not have chosen a better country than Aruba. Aruba is almost a free port and the clever merchants took full advantage of that and the fact that so many people these days like the Caribbean. They imported from all corners of the world and from all (sometimes the most peculiar) spots. That's why some of the stores look like Tiffany's and some look like a quaint, overstocked asian bazaar.

Even much travelled people are surprised, once they start browsing in the shopping center. Let's listen to Lawrence and Sylvia Martin in their book the „Standard Guide to the Caribbean“... „A list of the goods would be a yard long, indexed from A. Alligator ro W. woodwork (Chinese and Haitian) You find: perfumes, watches, and all nationalities of alcoholic wet goods. Silk and ivory and brass from India and China. German cameras, madeira linens, Persian Hangings, Spanish shawls, Dutch tile and Swedish crystal, evening bags, lingerie, mandarin coats, straw work, antiques, lace... anything extravagant you have ever dreamed of possessing and at prices that make them irresistible.“

... that's well said and so true...

Of course you'll start your shopping fiesta in the lower lobby and a good guess that it will be the Aruba Caribbean Cabana Shop, where you'll find your favorite magazines and newspapers, cigarettes, tobacco and very cute imported souvenirs and toys. Many more small, but oh so important items: like your personal brand of tooth paste... see? If you forgot to pack your lingerie, don't worry... you'll find a most exclusive selection at the Aruba Caribbean Shop of Mr. Whitfield, the fashion specialist, also in the lower lobby. Don't forget to take a look at the beautiful costume jewelry in his shop.

And now... off to town. A taxi will bring you there. The chauffeurs, mostly also owners of their bride and glory, have a tariff sheet for specific distances, but if you plan to keep him during your shopping tour, better make arrangements with him beforehand. By the way, if you are staying for a longer period, you may arrange for a drive yourself car at Neme's tel. 1775 or 1840.

So off to town. A quaint town with the delicious climate of the

tropics and the contours of a dutch small city... and to Spritzer and Fuhrmann, whose fame spread all over the western hemisphere as a „tourist must“.

They're the Tiffany's of the Caribbean. You'll find here fine precision watches from Switzerland and the States and the surprising thing about this is that prices here are even lower than in the countries of origin. You'll find all the world famous brands here and the world guarantee is recognized by your local jeweler in the States, Venezuela or wherever you are from. Then precious stones, jewelry and silver articles of all descriptions and from all countries.

Dutch silver, you'll find very elegant and... inexpensive.

And if you're in a real royal mood, and have a royal pocket book... Spritzer and Fuhrmann will gladly show you (and sell you) ruby collars and diamond tiaras...

Opposite our jewellers you have to look twice to find the tiny shop of Mr. Schlachter. Don't look for impressive signs, he does not need them. Everybody at Aruba knows that this is the store for imported yard goods.

We don't expect you to start sewing on this trip... but you might be interested in taking home the very unusual Asian Sari material, the genuine stuff from Indonesia, India and China, that Mr. Schlachter carries. Also fine silk from Italy, Japan and China and many costumes from India... These fine materials will look marvellous and exotic on you...

Now cross the street once more... We are going to Mario's the bonded liquor store.

Bonded means duty free. More over Mr. Mario has no head for figures, so he sells at ridiculously low prices... Sorry, you can not drink the stuff here... However, it will be delivered to your ship or plane, to brighten that sorry day you'll be leaving Aruba.

Two shops you simply must not miss are the ABC Store and Valen's Music Shop.

They're competitors, but the do not mind being mentioned in one breath, because all they want to do is to please their customers, who are looking for exclusive records. You'll have to visit them both... because each of them specialises in certain types of music. You should take home some records of Caribbean music. The enchanting rhythm of Calypso, Mambo, Merengue, Cha cha cha and the unusual Aruba Waltzes can be obtained... buy plenty of these records for your-

self, and your friends... sales-girls like to play and listen to the records, so take your time, selecting them...

Even when on vacation, or shall be say, especially then, you'll want your hair done in the newest and most exciting French styles... If so then Monsieur Wiggers is your coiffeur artist... He is an interesting fellow too, so time will fly in the air-conditioned studio of Wiggers in Mainstreet. Near by is the small, but exclusive El Lujo Store. While my lady is shopping there for imported souvenirs, Milord will (may be for the first time today) enjoy the shopping.

He'll want to see and finger the hand carved and hand finished pipes. It's a rare delight these days to see so many different types, styles and systems. And in tobacco too...

From holland, from Britain, and the States, all known (and unknown) brands are present to suit every taste.

You'll want to try out this newly acquired pipe... so off to Trocadero opposite the shoener wharf. A bar and restaurant with a beautiful view and beautiful drinks... The local tipple is CUCUL. We can't describe it... it has to be tasted... Then for your mixed drinks, of course here is Coca cola, popular here, as in the States and the African jungles.

But on we go... Back to mainstreet and straight to Caribbean Shop, another Mecca for souvenirs and... also eye saving sunglasses in modern styles.

You buy the sunglasses there with confidence, as a specially and licensed trained optician is in charge.

How about the musical cigarette lighter? And oh... how artistic are the souvenirs you'll find in a special corner... They deserve this special place, as they were made by tiny, but clever hands... Local girls and boys in a youth town for orphans design and make them from material they find along the beaches and in the hills in Aruba.

On Mainstreet you'll also find the „Mother-stores“ of the hotel-shops in the lower lobby... they are Whitfield's dress and Fashion Shoppe and de Wits Bookstore.

Parallel Mainstreet runs Stenweg (Stoneroad). That's the place for the best haberdashery LA VENEZOLANA... The owner, Mr. Mirep is a Venezuelan but speaks fluent english. It's a man's paradise there with quality brand items at bargain prices.

If you cannot find the street... just ask any passer-by for LA VENEZOLANA... it's a very well

known haberdashery..... For Japanese and German camera's your stores are HET IDEAL (Kusters) and ARUBA TRADING Co. They're practically neighbours but bring different brands of camera's. Prices are extremely low, lower than anywhere in the world. In many instances the price of the camera's is about half that of the US. And for expert advice, ask for Mr. Merx or for Mr. Visman... They know all about the special difficulties of making pictures in this tropical climate and light.

HAIME GOTTFRIED is the place for shopping for the whole family. From handkerchiefs to night gowns, you'll find it at this modern and reliable store.

One minute outside the center of town, at Kerkstraat you find a brand new bookstore. It's Mariska with wonderful buys.

Novelty shop in Mainstreet brings accessories, hard to find elsewhere. Eye catching is the assortment of costume jewelry and rine stones.

They also carry a big collection of yard goods.

Oh we simply could go on and on for shopping is such a pleasure here at these fantastic low free port prices...

Feet hurting after so much shopping? Here is the answer: HARTOG SHOESHOP, imports shoes from Holland. Elegant and comfortable. Hard to believe such a perfect combination, but you'll find it at HARTOG SHOESHOP.

Opposite Hartog is situated Aruba's supermarket... HABIBE. Foods and delicacies from the US, Holland and France... How about a real Dutch baby Gouda cheese?... It's terrific for a snack early in the morning.

And then, refreshed and happy, to LA LINDA, a big store with a big assortment... Is baby along on the trip? You'll find everything here for the prettiest tyrant of the house. (For Miss, the Mrs and for junior too).....

ARUBA TRADING is a real tourist meeting place... Especially for perfumes from France and Italy and for pretty figurines... Swim suits... are also to be found at the Aruba Trading store...

Time for a drink... so here we go to the Strand hotel (it's a good place to eat too), but now for a Cinzano Vermouth soda, or for a real french Dubon, Dubonnet... Fine service, too, at the Strand. If the Lord of the House takes one drink too many, everything will be forgotten and forgiven, is he orders orchids from ONCHA'S FLOWERSHOP always fresh from the Venezuelan Andes mountains.

In Sint Nicolas and Oranjestad, more shops to be visited are the BERLINSKI JEWELRY STORES, THE PEARL OF THE ORIENT, whose collection was lovingly chosen with great care. Continues on page 4

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— Mainstreet —
Oranjestad

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Sunbeach siesta.....

Continued from page 3

by experienced Hr. Berlinski. You can tell the beauty and authenticity of any object by one look. Famous brand watches and expert service are also available. Berlinski carries the PERREGAUD watches „for dependability and beauty”.

So... shopping done and, if in closing I may advise you on a very gay and informal evening, go tonite to the BASIRUTI RESORT CLUB AND HOTEL.

It's within walking distance of the Aruba Caribbean. A Tropical, friendly atmosphere and personalized service, as is fitting for club members. You'll feel at home. The place is under new american management.

Ask for the Olsons and tell them we sent you... Modern, efficient service with old world flavor.

And you have not seen all yet... One day, when you make an island wide trip you'll also visit Sint Nicolas and find interesting shops there too...

One address you will want to make a mental note of is the ESQUIRE... It's on the main street of Sint Nicolas and specializes in... One thousand and one items...

You'll be most interested. I believe in the items for underwater sightseeing and spear fishing, diving masks, snorkel outfits, fins, spears, fish hooks and lines. Underwater bow and arrow sets, fishing poles... In short, everything for lovers of water sports. And then of course the 999 other items.

Esquire is a store full of surprises... Walking along the high stacked goods is like making a voyage of discovery... The owners know exactly where everything is. A shop with the most modern items and the atmosphere reminiscent of the old fashioned general store.

Very fine and elegant dresses, real creations from Paris, Hollywood London and New York you'll find at Helen Leons Dress Shop. It's upstairs on Main street and again a store for real insiders. She needs no or little publicity because she is recognized as „The Specialist” for very exclusive dresses. Her name and fame spread even over neighboring countries, from where she draws many regular customers, who would not feel well dressed if they do not visit Helen once a year at least.

And in St. Nicolas the place to pause and refresh is the Chesterfield Bar and Restaurant. A place with a very local atmosphere, that visitors never fail to enjoy...

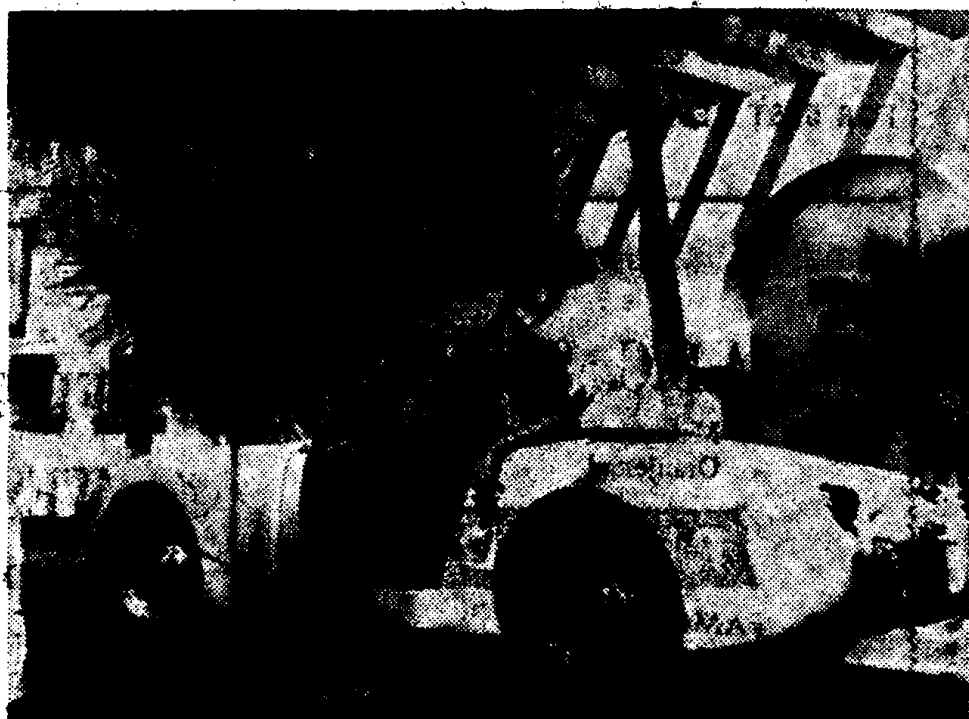
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every possible success in their grand new venture

ARUBA'S history in a nutshell

Even though we don't like it! A fact is a fact. The discoverer of Aruba came here in the beginning of the sixteenth century and did not like what they saw. They didn't spare much time to the plight of the aboriginal inhabitants, who, contrary to the fate of their brothers and sisters on any other Caribbean islands, were not molested and murdered. In the 10th century the Indians all lived in the stone age. All over the island their weapons and household utensils can still be found.

It is believed that these Indians had rather frequent contact with the populated peninsula of Paracana in Venezuela.

In the grotto's very clear Indian drawings are to be found. The population seems to have been larger than on the sister islands Curacao and Bonaire. Around 100 the Indian language was still spoken, but after that it was lost except in very romantic names of some sections, such as Hadikurari, Hadikurari, Hadishibabasi, Basiruti, real tongue twisters. By the way, here is another sample of the Indian language, the dobo danwajete, however, it is easier to say „Sit down” and it means the same thing.

The Indians lived mostly in the natural caves, which are still a favorite attraction. The Indians had periods of monoga-

my and polygamy. They believed in a bad spirit, Hurakana (hurricane), a real devil.

Descendants of the Indians still form the largest single group in the present population of Aruba.

The Dutch used the island for many years as a big ranch, where horses and donkeys were bred and raised. Before the Dutch occupied the island in 1636, the Spaniards held title to it, but only rarely did they come to inspect their possession. In the 18th and 19th centuries, the few people that lived here were happy, except in times of starvation, which happened all too frequently. Gold was discovered around 1850. Until the 1940's it was mined occasionally with spotty success. There is still gold, but not in great enough amounts to make commercial mining profitable. After occasional heavy rains, however, considerable large pieces of gold can be found in certain parts of the island.

For years the export of aloe, an ingredient in many medicines, was important. Also the mining of phosphate was important. At present studies are being made by a few large companies to resume the mining of phosphate, possibly in combination with a plant for chemical products, for which certain byproducts of the waterplant may be used.

Prosperity came to Aruba in

1926 when the first oil refineries were built. The history of oil forms a chapter in itself. It brought work for many and was also responsible for the rapid growth of the population, by means of the immigration of workers from the United States, Europe, the British West Indies, Surinam, Curacao, Bonaire and the Windward Island.

After having been a Dutch Colony for many, many years, The Netherlands Antilles, in 1954, comprising of Aruba, Bonaire, Curacao, St. Eustatius, Saba and St. Maarten, became an autonomous part of the New Kingdom of the Netherlands. The Kingdom consists of three partners, Holland, Surinam and the Antilles. H.M. Queen Juliana is the reigning Sovereign. Each partner has its own elected parliament. The Antilles are autonomous with the exception of Foreign Affairs and defense. The Antilles have in the special Kingdom's council minister plenipotentiary, who resides in the Hague, the Netherlands.

For the Antilles there is a central Government with a parliament (Staten) of 22 members, 12 from Curacao, 8 from Aruba, 1 Bonaire and 1 for the Windward Islands. For island affairs, there is an elected island council, consisting of 21 members at each island. At present 4 different po-

litical parties are represented in the council for Aruba. The Queen is represented by a Governor, appointed by the Crown, whilst each island has its own Lt. Governor, who is also appointed by the Queen.

Aruba is like United Nations, like a „one world”. People of practically all nationalities live and work together. Several languages are spoken, there are many different creeds, though the Roman Catholic Church claims about 90% of the population. Head of the R.C. church at the Antilles is the Bishop of Willemstad.

The climate of Aruba is ideal! Never too hot, thanks to the trade winds, which blow always from the same direction practically the year round. There is very little rain. Tropical diseases are almost non-existent.

Who would not like to live here?

Well, you're welcome. And if you intend to start a hotel or industry here, there are very attractive tax exemption laws waiting for you. Large industries invested for hundreds of millions of dollars in Aruba. They were and are satisfied. So, Mr. Industrialist and hotel developer, you're very welcome to the island, where there's always

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to

ARUBA CARIBBEAN HOTEL

UNITED NATIONS IN THE KITCHEN



Under the allseeing eye of general manager Carl Wolff, an international crew sees to it that Aruba's hotelguests lack nothing. Four pictures taken at random in the modern, well

equipped kitchen gave the following result: 1. Chef Patisserie Herman Lutiger (the expert pastryman) is a Swiss... 2. Kitchen Helper Alex Schop comes from Curacao and has the Dutch national-

ity. 3. Kitchen Steward Fausto Beando comes from Mexico and Chef Gardemanger (an artist in „Cold buffets”) Sepp Renggli is a Dalmatian... We do not know the language they use when conver-

sing with each other. A good thing would be for them to study the local language Papiamentu, which is just what an international peace-loving company needs.

TRANSPORTATION

Taxis are recognized by the an „H” preceding the number on the license plate. The taxi drivers have a rate sheet available. Most of them know the island and can bring you to all the interesting places. Best thing to do is to form

groups of 4 or 5 when making a round-the-island trip.

Between Oranjestad and St. Nicolas there are also busses which charge f. 0.50 for the one way trip (US\$ 0.25.)

The roads at Aruba are almost all excellent and paved with asphalt.

There are no public pay telephones in Aruba. All public phones on street corners and highways are free to all users.

„STUIVER” is the name of the funny square five cent piece. It makes a nice and most inexpensive souvenir.....

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ARUBA TRADING COMPANY
Oranjestad - San Nicolas

Part of romantic past recovered

The second chapter of an exciting story in underwater exploration of the island was written recently when amateur divers brought up from the floor of the reef a barnacle-encrusted anchor and a cannon, at least 100 years old.

They came from the same spot where, in June, 1954, other divers brought up five cannons. Just when or how these artifacts got to the bottom of the sea is a topic wide open for speculation.

First item raised was a 10 1/2 foot long anchor, which weighed an estimated 1000 pounds. A block and tackle was rigged on a catamaran, and divers fired lines to the deadweight anchor below. It was then raised off the sea floor, and the catamaran was towed into the boat dock at Rodgers Beach. At that point the deck winch took over the lifting job.

Information and photographs of the 1954 finds were forwarded to the United States Army Ordnance Department for study, and a reply from experts there indicated that the guns were made somewhere between 1750 and 1850 in England or Spain. It was impossible to make the date more definite.

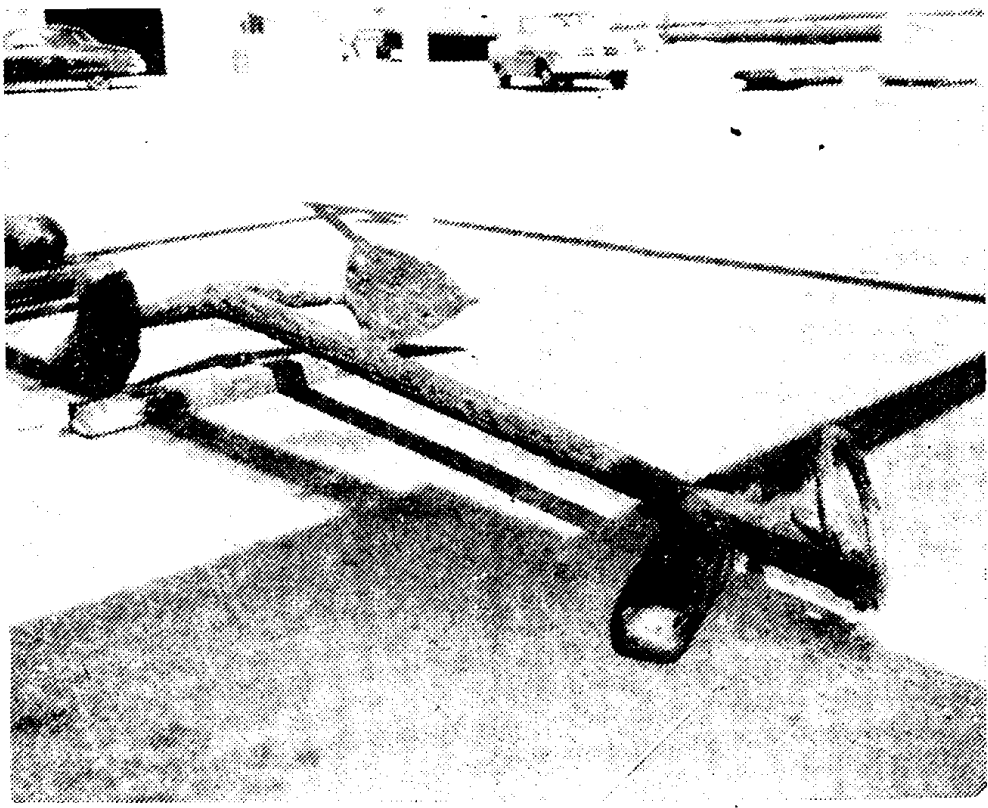
Second Dive

A week later, in rough and choppy waters, the divers went down off the Sea Scout boat Pedernales in an attempt to bring the cannons.

In the 1954 dives, Tom Tucker, who originally discovered the debris, observed perhaps five more cannons when the salvage work then came to an end. But the most recent expedition actually saw only two, and perhaps three. One of these was raised. This time the Pedernales, a sturdy craft, was rigged with the block and tackle, and after the divers had lashed the gun to it, had no difficulty in bringing it to the boat dock.

The bigger cannons were part of a normal amidships battery, and were mounted on carriages. They are made of cast iron, inscribed in a decorative script with the makers initial, and they fired round shot through a smooth bore. The big cannon fired a ball weighing between 12 and 20 pounds.

Corrosion and marine growth on the cannon makes accurate measurements somewhat difficult, but the big gun is believed to be the equivalent of a three-inch cannon; that is, the bore at the muzzle measures three inches in diameter. Effective range of a gun this size would be no more than a few hundred yards, and



even than, its accuracy would be questionable.

The Mystery

The great unsolved and unsolvable mystery is how the guns and anchor found their way to the foot of the reef in the first place.

A theory popular in 1954, when the first cannons were brought up, was that the crew of the ship, perhaps being driven on the reef by wind or storm, threw the metal overboard in an effort to lighten the vessel. Yet it seems improbable that there would be sufficient time to jettison a half-dozen 700- or 800-pound cannons, plus an anchor of another 1200 pounds or so. What seems more probable is that the ship was caught on the reef and battered to pieces. Now, if this were the case, there should be some other wreckage near the spot where the guns were found. But so far, the divers have found nothing else. The mystery remains. Whether the ship was a man of war or a pirate loaded with gold and cases of rare jewels, or an ordinary merchantman carrying his own protection, no one can say.

When the gun and anchor are cleaned, they will be presented to the museum in Oranjestad currently being organized.

Reprinted from Aruba Esso News

INDIAN RIJSTTAFEL

The dutch have been a seafaring people and had little trouble in finding the best places to eat. The recipes were brought home, however Jomay needed quite a book to have a note of the recipe of an East Indian Rice table.

It's the most complicated and most people think, most delicious dish in the world. In old times, all the army delicious dishes and separately served, gave visible and edible proof of the owners wealth.

To prepare it, takes at least three days, to eat it around two to three hours... But, brother, you had year meal than...

One of the best places to have a real genuine rice-table is at the floating BALI restaurant, of Willem Oranjestad. This restaurant, in Oranjestad-harbour, next to the schooner market, has been elected this year by the Caribbean Tourist Association „the best restaurant in the Caribbean”.

The basis of a „Rijsttafel” is a steaming bowl of rice. Than come the dishes of which you take as much, or as little as you wish. They bring delicately spiced meat in a great variety, chicken, liver, pork, fish, vegetables, fruit. And all differ in taste and aroma.

It is impossible to tell you about it. One must taste and enjoy it. Bali, the floating restaurant, is tied up permanently. There is no menu involved. No choice... it's Rice table. But Willem Strijland can give you a very interesting history on the rijsttafel through the ages.

When years ago this house boat still floated gently in one of the canals of Amsterdam, few will have expected that it would become a major tourist attraction in the Caribbean.

Just opposite Bali, you'll find Trocadero restaurant and bar. A most pleasant place to sit and enjoy european and american dishes and have an excellent long or short drink. Trocadero is the regular meeting place in Aruba and the place to rest yourself after shopping.

Their slogan: Meet you at the Trocadero... You'll find yourself there during this stay and love it. Ask for their saté, another indonesian item, that goes fine with an imported Heinekens beer.

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SHE'S ON HER WAY TO THE

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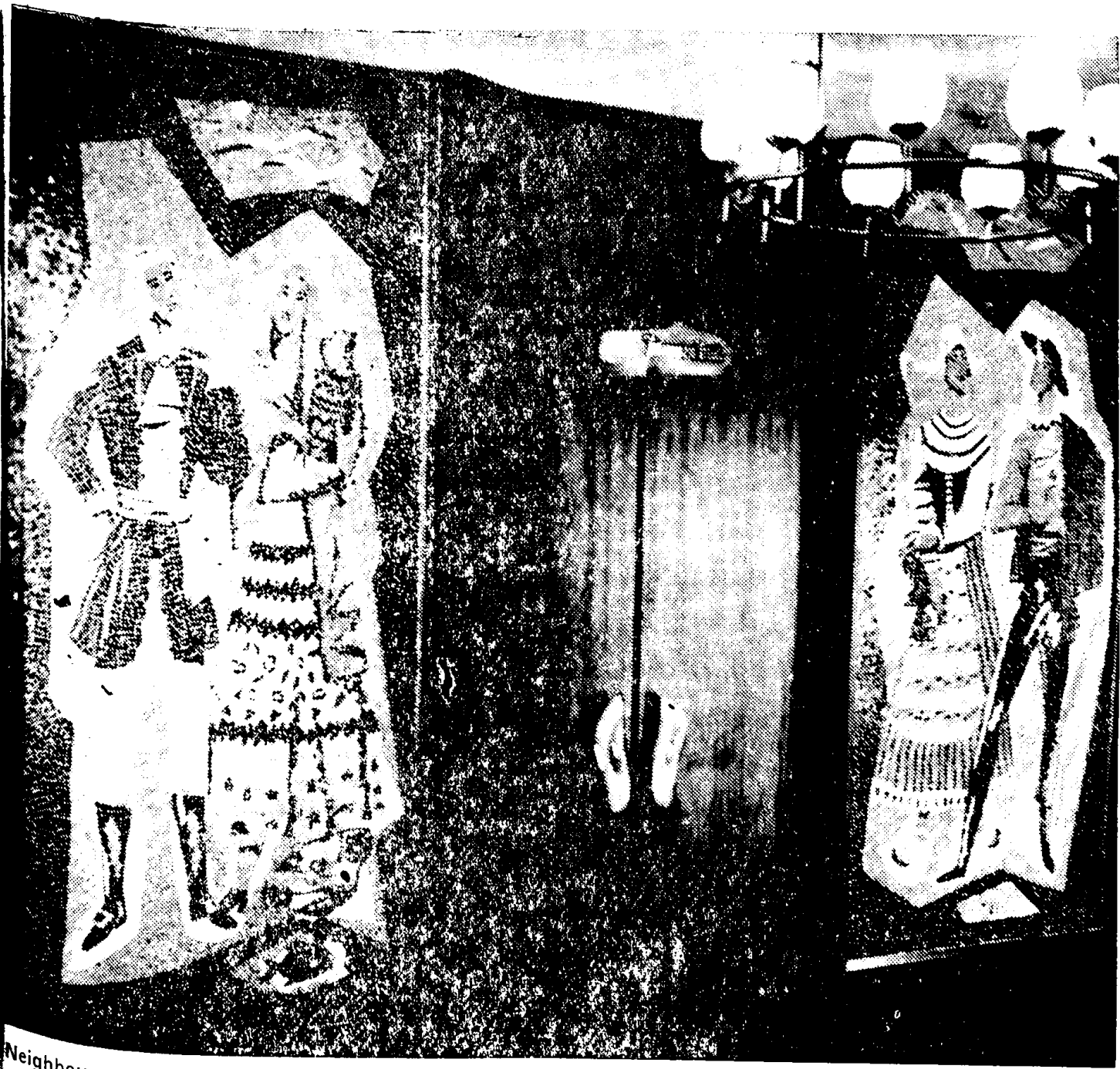
Another highlight of her trip.

Welcome

ARUBA CARIBBEAN

and Congratulations!

Freshness of Tropical breeze throughout interior.....



Neighbour of the Kloropendub, the wooden structure, you find the Papiamentu dining room. Papiamentu is the language of Aruba, a natural dialect consisting of words from the English, Spanish, Dutch and Portuguese languages. The mosaic portraits designed in the offices of Lapidus and made by Italian artists, represent the peoples of the four different countries, which have contributed to „Dushi“ Papiamentu....

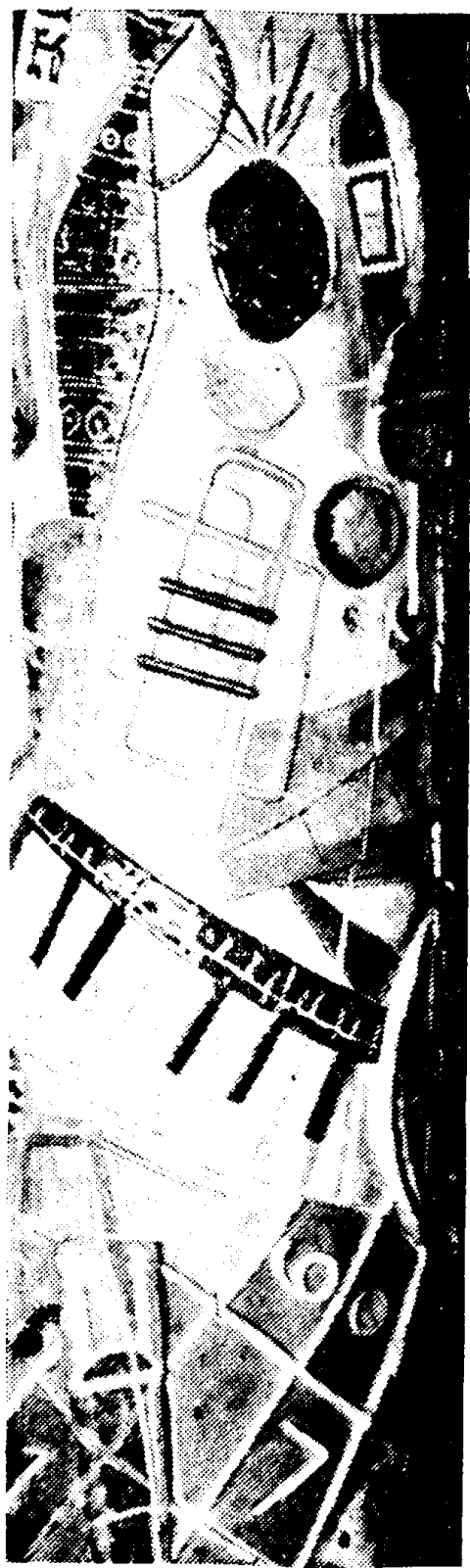
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In the corridor between the Bali bar and the gaming casino there is a beautifully sculptured column, which was designed by the firm of Lapidus and made by hand in an Italian tile factory. Symbolically it tells of the pleasure of gambling, champagne, music and in general the merriment of life.



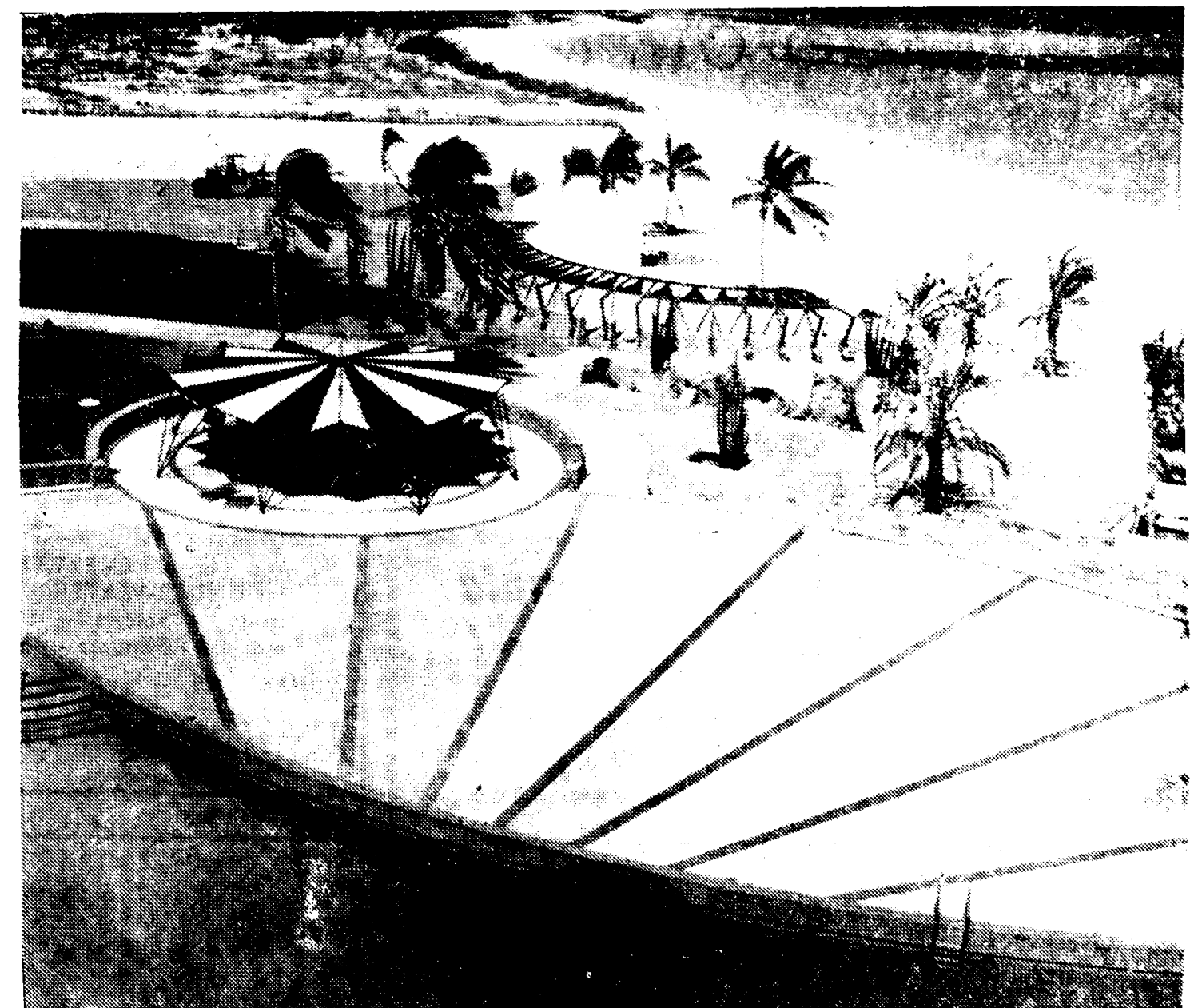
Exotic is the Bali Bar. The beautiful Balinese dancers were designed by the architects in cooperation with Cecilia Staples a well known artist New York City. The figures are exact replicas of original sculptures in romantic Bali in the East Indies.

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AT BOOKSTORE
LOWER LOBBY



In the main lobby of the hotel your eyes will undoubtedly be drawn to the impressive Delft Blue tile mural. It was originally designed and shown at the World's Fair of 1939 in New York. The picture shows one of the most interesting scenes of the mural; The first time an American vessel was saluted by a foreign power. This historic occasion took place in St. Eustatius, one of the smaller islands of the group of the Netherlands Antilles: It was a Dutch vessel that thus honored the freedom-loving Americans... That was in 1776... Four years later the British Admiral Rodney took revenge. He destroyed the capital of St. Eustatius, Oranjestad, and the blow was so heavy, that the once prosperous harbour, never regained its former status. In 1939 President Roosevelt presented a bronze plaque in commemoration of this glorious event, that started more than twohundred years of warm friendship between the Antilles and the United States.



The spokes of the pool „wheel“ emphasize the importance of this sports- and social-centre. For sun worshippers, who at times like the cooling shade, there is the prismatic canopee in gay colors. The circular space behind the pool is the barbecue zone, with its own bandshell. Dancing in moonlight with the soft murmur of the Caribbean and the velvet smooth sandbeaches will make this one of the favorite spots.



The main lobby is the only non-airconditioned part of the hotel. The architects successfully incorporated the romantic atmosphere and tropical splendour of Aruba in its design. The pleasant trade wind has free play. Special walls, like the intriguing, marble white sculptured blocs, promote natural cooling and filter the light in a most pleasing way. The lobby really welcomes you and makes you feel at home. You'll find no doors here and though this lobby is extremely spacious, the cozy grouping of the colored furniture, the plants, the partitions and even the lightning, tend to give a general feeling of coziness. Nobody will feel lost in this friendly tropical atmosphere.

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Message of

Mr. Oscar Henriquez

Already many years ago Aruba started to try to develop tourism as a new and independent source of income.

However progress was very slow and it became more and more clear that in order to succeed it would be necessary to get out of the vicious circle. To get a considerable number of stay-over-tourists it appeared to be necessary to have suitable accommodations and it was clear that private enterprise did not enter into hotel-construction because of the fear to risk capital unless there was proof that the stay-over-tourists would come to Aruba.

At last the Government decided to cut the Gordian knot and now we have a de luxe hotel, which will undoubtedly attract a flow of stay-over-tourists.

Already before the opening of this hotel we have been able to notice how the construction of this extremely fine hotel started to focus the attention of foreign investors on Aruba as a likely spot for a coming boom of tourism.

It is obvious that I am very pleased with this development but I hope sincerely that in the first place our local investors will see their chances and use the opportunities.

The Government, the management of the Aruba Caribbean Hotel and other interested parties like carriers etc. are engaged in an increasing publicity-campaign to attract the tourists.

Experience of other tourist-resorts shows that more advertising brings more tourists and therefore it is up to Aruba to use and develop the new opportunities.

From an economic point of view the opening of the new hotel marks the beginning of a structural economic change.

It is impossible to predict how far this change will go but it is advisable for anyone taking part of our economic life to take into account that structural changes do always have lasting consequences.

New interesting possibilities will arise but it is also to be expected that some habitual situations in local commerce will change because of the new developments. It will be a matter of foresight and timely adaptation to profit from the increase of income as a consequence of the structural changes.

Those who will reap the benefits will then receive the rewards for their confidence in Aruba's future.

O. S. Henriquez

Editors note.: Mr. Henriquez was, together with H.E. Minister J.E. Yrausquin, the driving power behind Aruba's first big hotel project. Not only did he steer successfully the appropriation bill for a guarantee of the necessary capital, through the Island Council of Aruba, but he also took a most active part in the realization of the plans.

Arch. Lapidus, Kornblath realized Aruba's fanciest dreams

„ARUBA CARIBBEAN” designed to put Aruba „on the map”

Once the decision was made to have a glamour hotel built at Aruba, the problem arose of whom to entrust with the design. The governing council of Aruba, in cooperation with the subsidized hotel corporation Aruven, were happy to find the architects firm of Morris Lapidus Associates willing to undertake this venture.....

Like most people in those days, the architects did not even know where Aruba was... It was their task not only to design a modern hotel with all conveniences for vacationists, but at the same time make the new hotel something outstanding which in itself would attract the attention of the travelling public to Aruba.

Now that the \$ 4,000,000 hotel is ready, everybody agrees that the architects fully realized their and the islands ambitions.

Aruba Caribbean offers all the luxury and facilities, the charm and atmosphere that a tourist may desire.

Full advantage has been taken of the natural beauty of the site...

The deepblue sea is at the hotel's doorstep... as are the sandy beaches... The rooms are built perpendicular to the sea, all opening on to the beauty of the tropical waters.

The building of a hotel presents infinite problems: To these were added, in the case of the Aruban hotel, specific local problems.

Not only will the hotel be the playground of regular tourists... There will also be a steady stream of cruise passengers, who will come to enjoy the facilities for only a few hours. Still this influx may not ruin the atmosphere for the regular guests...

The architects found the solution to their problems in building wide and very roomy public spaces.

At the same time they are all furnished and divided in such a way that a friendly and cozy atmosphere remains...

It was eighteen years ago that the firm of Lapidus was established. They specialized in hotels which are world famous; the Fontainebleau at Miami, the Eden Roc, the Americana and others.

The firm, which was started in New York, branched out to Miami and is now undertaking the designing of other types of buildings.

At present they are working on such projects as: the building of a 16 story office building, a building for an atomic reactor plant at Cornell university and atomic generator plant for Consolidated Edison in New York. They are also constructing an apartment house, a bank a hospital in Miami, a Motel in Syracuse, N.Y., a hotel in Los Angeles, a hotel in Nevada, a motel in Norfolk (Virg.) and motels at Kansas City (Miss.) and Chickopee (Mass.).

The firm now consists of four principals, Mr. Morris Lapidus, Mr. Leo Kornblath, who had a very active hand in the designing of the Aruba Caribbean, Mr. Abbott Harle and Mr. Harold Liebmann.

A fifth associate, who for many months supervised the building of this Aruban hotel was Mr. George O'Hara. O'Hara most unfortunately passed away... only a few weeks ago at the Aruba Caribbean.

The building of Aruba Caribbean was entrusted to the firm of Taylor Construction, a company with whom the architect were well acquainted. Taylor had executed other construction jobs of their designs. As Mr. Kornblath put it: „Designing is one thing, but to have somebody else carry out your ideas is another.”

Taylor knew how to interpret the ideas behind the plans.

In spite of many difficulties, because of local conditions, Taylor did a marvellous job and deserves credit for it's splendid cooperation in making „Aruba Caribbean” one of the most outstanding hotels in the world.

More about the hotel

The ARUBA CARIBBEAN has not only the best features of fine resort hotels, but will have many new features which could only find themselves in an unusual location, such as is found on the Island of Aruba.

The ARUBA CARIBBEAN is located on a long stretch of the whitest sand beach to be found any place in the Caribbean. PALM BEACH. The water of Palm Beach is calm and sparkling blue. The gradual slope of the beach into the sea not only makes swimming entirely safe, but also permits those who cannot swim to enjoy delightful bathing.

The ARUBA CARIBBEAN is eight stories high, with 120 double rooms and 20 cabanas. The large studio-guest rooms have an interesting arrangement of walls, creating rooms of forms and shapes never before found in a hotel, living rooms during the day, bedrooms at night.

Each studio-guest room has a separate dressing room, a gleaming tile bath, a large walk-in closet, and each room has a completely secluded private terrace with full view of the ocean.

The lower two floors are public spaces which include: PAPIAMENTO DINING ROOM, (note: Papiamento is the native language of Aruba) which is run-

med by an outdoor dining terrace, and circles you with its unique beauty of decor and reaches its peak in the exposed rib ceiling soaring to a central round fan of vibrant colors. The dining room can seat 248 persons and the dining terrace has a seating capacity for 198 persons.

The cuisine features, in addition to its continental and American menus, all the delightful and unique specialties of the Caribbean.

ARUBA GAMING CASINO, where you may take a chance on your favorite game amidst a most interesting setting of white and gold silk brocades, fine woods from elegant palaces, blown glasses from Venice, and statuary from Rome.

THE KLOMPEN CLUB (note: Klompen means wooden shoes in Dutch) is where you'll enjoy music, entertainment, delicious food and exceptional service.

At the entrance of this nightclub, mosaic panels picture the people whose languages were combined to form Aruba's fascinating „Papiamento” -Portuguese, English, Dutch, and Spanish. The Klompen Club has a capacity for 206 persons.

BALI COCKTAIL LOUNGE (seating capacity for 91 persons), where you'll find fun at its best decorated with life-sized statues including the satirical six-hand ed Goddess of Pleasure.

DIVI-DIVI COFFEE SHOP (Divi-Divi is a typical hunchback tree capriciously pointing to the South Western direction, shaped by the constant blowing trade-wind), seating capacity for 98 persons, is delightfully informal, completely decorated with a sunny tropical atmosphere.

CABANA CLUB AND BEACH facing the sparkling blue Caribbean.

The huge salt-water swimming-pool forms the center of interest for your relaxation and pleasure. There are twenty luxurious cabanas, each with private bath, shower, and double dressing room.

The gardens surrounding the hotel are typical of Aruba, with areas planted with cactus plants amidst unusually shaped boulders found on the island. There are other areas combining the ever present coconut palms and date palms with brilliantly tropical foliage to create fantastic landscape effects.

The HEALTH CLUB is on the roof of the hotel, complete for men and women, including solarium for sunbathing, massage-room etc.

The entire hotel is completely air-conditioned with the exception of the main lobby and the shopping arcade which are open to the „Pasada” or trade-wind.



Morris Lapidus, designer of world famous hotels. The artist and associates interpreted the natural charm of tropical Aruba in a peerless beautiful building.

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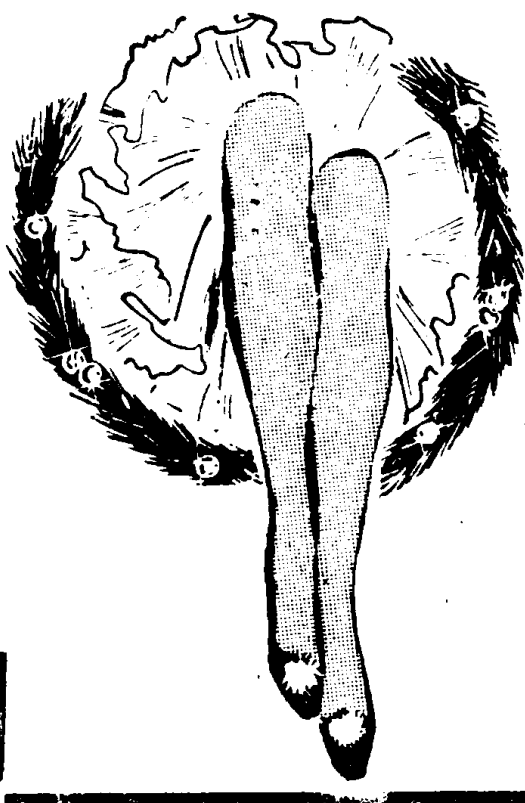
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ARUBA'S SCENIC BEAUTY MAKES FOR PRIZE WINNING PICTURES



The "north" side of the island, one of the strange rock formations at the "north" side of the island. For color pictures and movies this is an very impressive and beautiful site. The natural bridge is a goal for a morning trip, to be made by taxi, which will bring you also to the rock formation. The rock formations are so strange that you imagine yourself on another planet. Scientists have not yet found a reasonable explanation for the weird formations at Ayo.

CORRECT EXPOSURE

A tourist without camera is as rare as a hunter without gun. And if there is a happy hunting ground for a man with a camera, it is the charming island Aruba, where the sun shines the year around from clear blue skies, making picture taking a cinch.

For a visitor of Aruba therefore a camera is a must.

Don't feel sorry, however, if it happens that you did not take along a camera. Aruba offers you an opportunity to buy the finest camera equipment at bargain-prices, thanks to no-existent sales- or luxury-tax and extremely low import duties.

Loading a colorfilm into your camera, it becomes a colorometer with which you will not only record, but actually reproduce and recreate the original charm and beauty of Aruba's marvelous white sand Palm-beach, cobalt-blue sea and brightly painted „cunucu“-houses.

PHOTOSCENIC SITES

One of the things that characterizes Aruba is the Palm Beach, it has three miles of clean white sand washed by the blue-green Caribbean.

The water is not blue and not green but a beautiful combination of both and crystal clear. The coral sand just under the surface of the smooth water reflects the bluish skylight, whilst the red components of the sunlight are filtered out by the water. To catch the fantastic coloration choose, therefore, as high a camera-position as possible, with frontlighting to avoid reflections.

Further on the island, dozens of colorful and pictorial waterfront scenes await your camera. The schooner-harbour! There is always the interesting activity between the townspeople and the operators of fishing boats and Latin American schooners which bring in loads of fruits and fish, coconuts and stuffed alligators.

The north coast offers wonderful chances for surf pictures.

Don't miss the famous natural bridge at Andicuri, a scene that will be very appealing particularly if you have someone from your party sitting on it. Not far away is the picturesque Gold Mill Ruin which at Boca Mahos (if possible, go there in a brightly colored car, parked in front of it, lends a needed spot of color to the scene!). Pay a visit to the Westpoint lighthouse and the dunes.

The „cunucu“, Aruba's countryside, is dotted with neat houses in rainbow-hues.

Your sight-seeing eye will doubtless spot the very outstanding Hooiberg (meaning haystack) in the center of the island. Try shooting it with with an Aruban divi-divi tree in the foreground.

Very impressive are the giant monoliths at Ayo, solid diorite boulders weighing several thousand tons. Include some friends at the base to bring out their relative size (DON'T have them looking at the camera).

Try not to miss the ruins of the old gold mill at Debesi. Also, don't overlook the opportunity to take a picture of someone next to one of the giant cactus.

you will find there. Cruising that area, you will have a variety of scenes to capture with your color camera. Large flocks of bright-green parakeets, goats, blue-green lizards, much color to your film library.

On the way to S. Nicolas interesting contrast between untouched landscape and the modern new \$ 10 million water distillation plant.

And, of course, in S. Nicolas you have the opportunity to take pictures of Aruba's most important industry: Lago Refinery.

A special difficulty in tropical photography is the very contrast between lighted and shadow areas. Therefore don't expose, keep your lightmeter busy all the time.

A helpful gadget is an electronic flash, which will light up shadow areas and lessen the desired contrast. These electronic flashes can be had any good merastore at very reasonable prices.

You'll need your flash when taking pictures of the serious ancient Indian drawings in the caves and grottos. You will find at Quidikiri other places.

Then there are the fantastic dances, the chachacha manifestations and the attractive dancing in local nightclubs, who with their enticing hipwaving to exciting rhythms, are subjects for winning photos.

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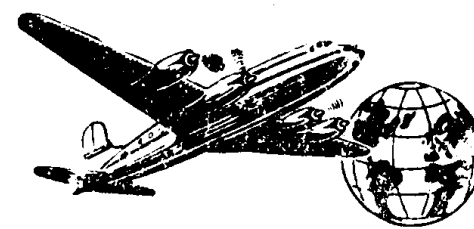
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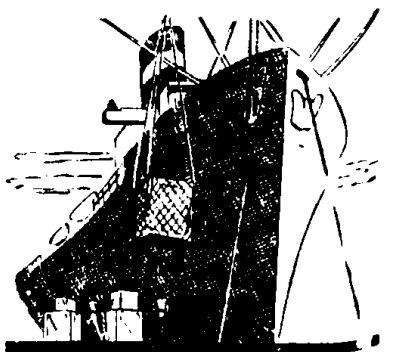
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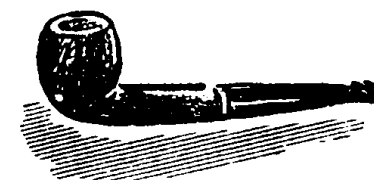
★
Welcomes all visitors to Aruba
with the opening of the glamorous
Aruba Caribbean Hotel-Casino!!!



This is the Andicuri bay. The Caribbean sea, so peaceful and quiet at the Hotelbeach, is here wild and thundering. Better do not swim here or at least be very very careful. Keep your camera handy however for the color and motion of the sea are very photogenic....



Near St. Nicolas there are extensive caves and special rock formations. Here you will find original Indian paintings and drawings. Dress for a real expedition. Shorts and sturdy shoes will be of great help, enjoying an expedition of exploration along this coast.



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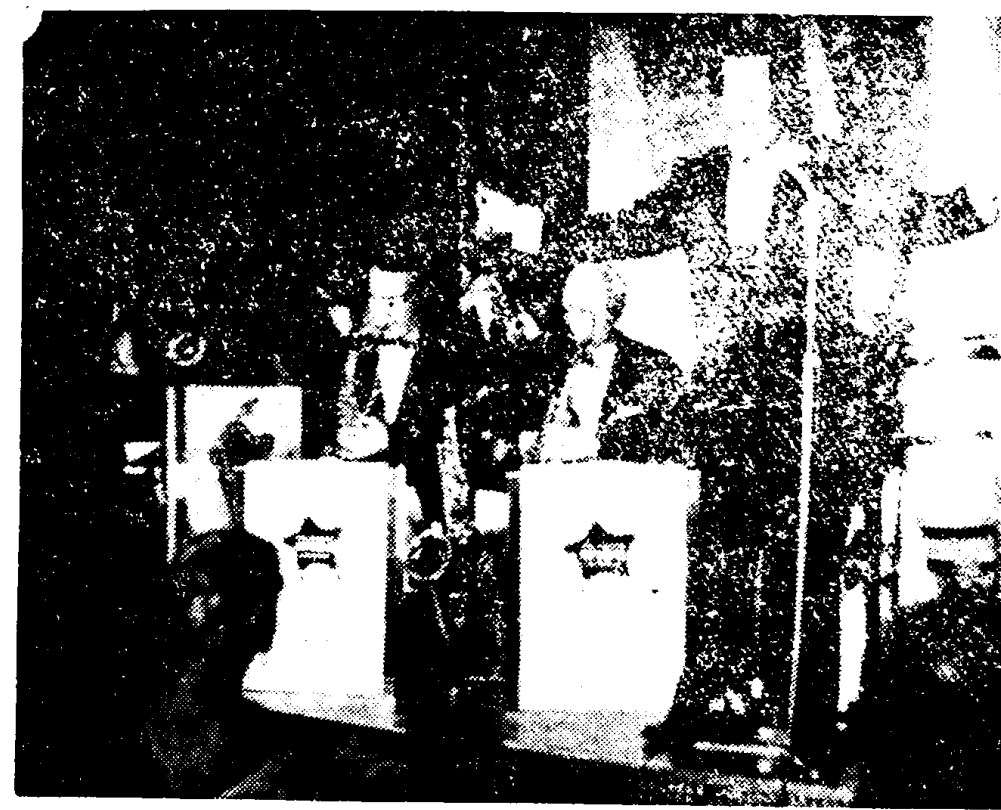
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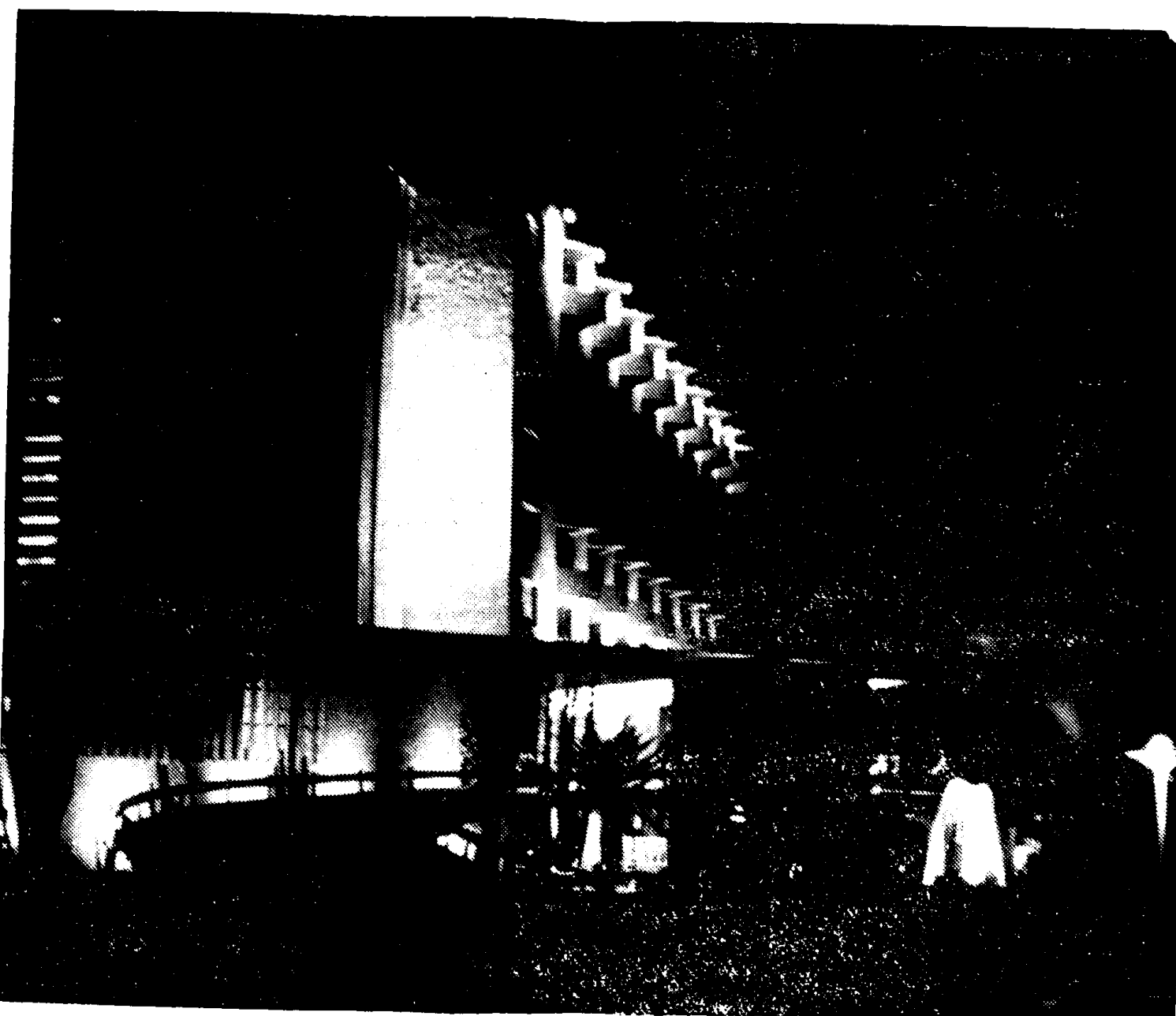
Flowery message



Aruba inspired Chavez.... BRIZA DE ARUBA



Poking fun broke the (official) ice



Artistic Beauty in Tropical nights



GOVERNOR SPEEKENBRINK: CONGRATULATIONS



Local rhythm intrigues showman.

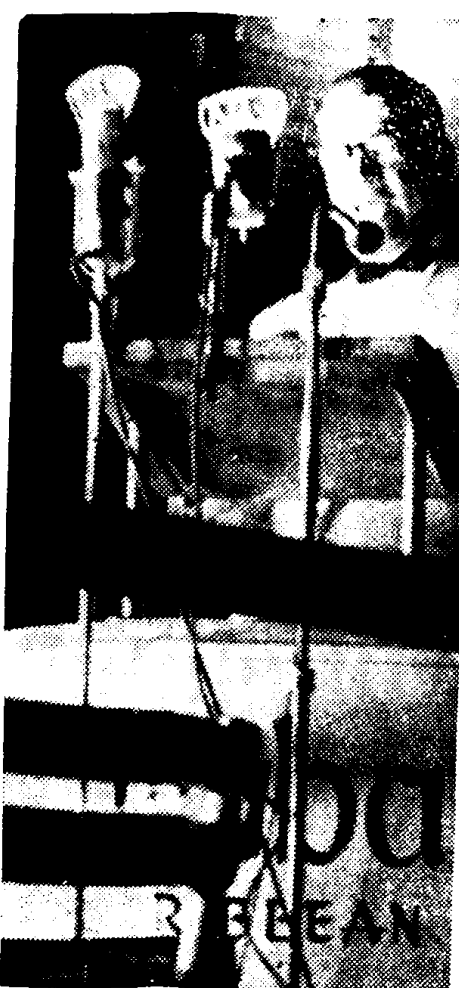


Panam's Peter Wenzel loves Aruba's gayness.

For more pictures
see page 13



Well trained..... ready to serve.



Minister Yrausquin: Not goal, but part of great plan.



Charming girls set stage for top show.

ARUBA
CARIBBEAN
PICTURES

„A JOY FOREVER” — WITH ONE OF OUR TOP QUALITY GERMAN CAMERA'S
LEICA — MINOX — CONTAX — ROLLEIFLEX
„A TREASURE FOREVER”

FOTO IDEEAL

KUSTERS TRADING COMPANY — NASSAUSTRAT 8

ARUBA
CAMERA FAN'S
GOLDMINE

Experienced Hotelmanager in charge of Aruba Caribbean

„The guest is always right...”

Condado Caribbean, the hotel operators have been lucky in securing the services of a highly experienced hotel manager, Mr. Carl Wolff. Mr. Wolff was born on April 17, 1906 at Buffalo, New York. He graduated from Cornell University. His first job in the hotelworld was at the Statler hotel. He got his job thanks to a chance meeting with Mr. Statler. Carl was earning some pocket money as a caddy when he happened to meet golfing Mr. Statler. The result: „You're going to work for me”, said Mr. Statler.

Carl started as a night mail clerk. Later followed promotions, Junior Room clerk, Senior, relief clerk, night manager, assistant manager. One thing he learned at the efficiently run Statler hotels was that „the guest is always right”. After twelve years of service he left the Statler to become manager of the Astorhotel. After a few years over to the Robert Clay hotel as manager and then to Timira hotel, where he stayed for then years.

Before he came to Aruba Mr. Wolff was working as manager of the Parrington Hills Country Club.

Mr. Phil Pekow of Condado ap-

proached him concerning the new enterprise at Aruba. As Mr. Wolff never heard of this island before, he decided to go and see, before accepting this new assignment. He met Mr. Friel of Lago's management and asked about the little island in the Caribbean. The reply was: „You mean Aruba, the island I love” „there is no better place in the world”.....

After looking over Aruba and meeting some of its people, Carl Wolff was impressed with the scope of this hotel and especially with the background of this effort, that is to broaden the economic basis of Aruba and provide through a developed tourist industry, the needed jobs for Aruba's youth.

The job of managing such a hotel, requires not only experience, but very special mental qualities. There is no reservoir of personnel. For each job in the hotel, boys and girls have to be trained.

Under the all seeing eye of Carl Wolff and with this example as an inspiration and with his staff members, who were recruited from the best hotels in Europe and the U.S. the job of training was undertaken. Few people believed in the possibility of train-

ing on such short order a complete working staff for the hotel. Carl however saw this job as one of a higher order, one of helping your neighbours. Ably assisted by Henry Groen, maitre d'hotel, he succeeded. Boys and girls were trained in a few short months and the result is that the staff of the hotel consist of about 90 percent local trained people. Carl Wolff undertook a very difficult job in accepting the general managership of this hotel, which means much more to Aruba's population than merely new enterprise. The success of this hotel will decide the future, for a very considerable segment of the population. Carl Wolff undertook a great responsibility, but he did so, as he told us in a spirit of gratefulness to the Creator.

Life has been so good to me, I hope that in this way I can pay back a little on the many many blessings I received in my lifetime.

Carl Wolff is married and a grandfather, though one would not believe it seeing him active from early morning till late at night.

He is convinced of the possibilities of this hotel and if it will succeed, it is certain, that Carl Wolff's efforts played a major part in this.

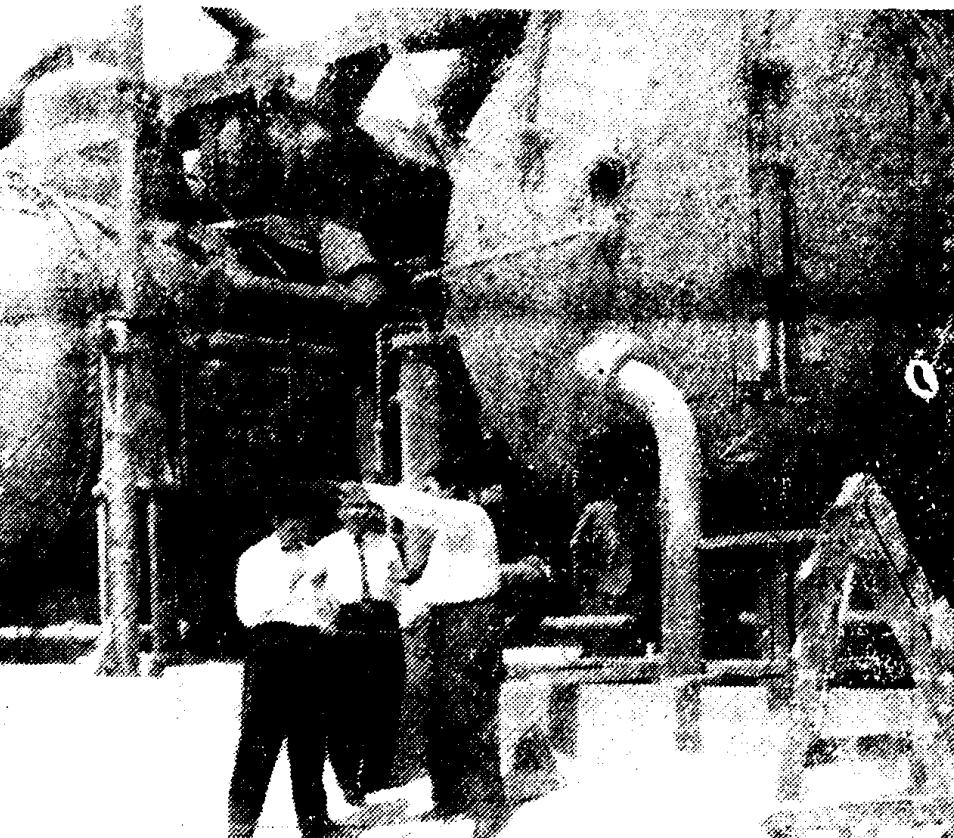


CARL WOLFF.. Grateful for many blessings.....



Faits vos jeux.... If they act now like seasoned croupiers it is thanks to the many weeks of instructions and endless games, that were played with the boys as players and croupiers by turn. Under the guidance of expert Donohue, the young boys learned their new and intricate trade... so that you may enjoy yourself more and more jobs are available....

LARGEST SEA WATER DISTILLERY PLANT



Recently Aruba completed the building of a 12 million dollar plant for seawaterdistilling. The plant was designed by the firm of Weir in Scotland and build by Singmaster and Breyer, New York. All drinking water in Aruba is distilled from seawater. There are no natural resources for fresh water. The water is so pure, that you do not need to cook it. It is completely safe. Actually... taste had to be added.

CHAVEZ AT THE „WOODEN SHOE” CLUB



Mr. Chavez, leader of the world famous Cnavez showband, which will be present at the opening of the hotel. In this same program the popular american entertainer Hildegarde. There will be a Venezuelan show and also presentation of Aruban artists, famed for their rhythmical music.

WHITFIELD'S ARUBA CARIBBEAN SHOP

We are very proud indeed to offer you our services in the ARUBA CARIBBEAN HOTEL through our shops on the

LOWER LOBBY

NIC HABIBE JR.

Wholesale — Retail — Supermarket

Sends wishes for every possible

Success to

ARUVEN N.V.

&

ARUBA CARIBBEAN HOTEL

LA VENEZOLANA

— Haberdashers —
Men's wear specialists.

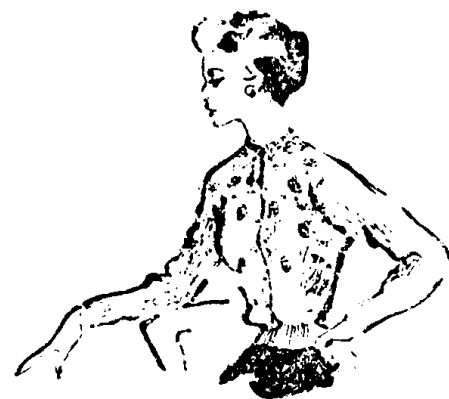


Congratulations
to ARUBA CARIBBEAN.

Best wishes for all
distinguished guests.

LA VENEZOLANA — Stenweg 14, Oranjestad.

YOU'R AN
HONORED GUEST
AT



HAIM GOTTFRIED'S
Department Store
NASSAUSTRAT 10 TEL. 1237

F. E. Griffin Ends 30 Year Career in Aruba

F. E. Griffin, executive vice president of the Lago Oil & Transport Company, Ltd., has accepted the position of general manager of the Abadan refinery of the Iranian Oil Refining Company. He will also become a director of the Iranian Oil Refining Company, N.V., one of the two operating companies of the Iranian Oil Consortium.

He plans to leave Aruba early in August and will join the Iranian organization in London about September 1, proceeding to Iran shortly after.

Mr. Griffin's career in the petroleum industry began with his employment as a chemist with the New England Oil Company at Fall River, Mass. June 1, 1927. In February, 1928 he joined the Mexican Petroleum Corporation at Providence, Rhode Island.

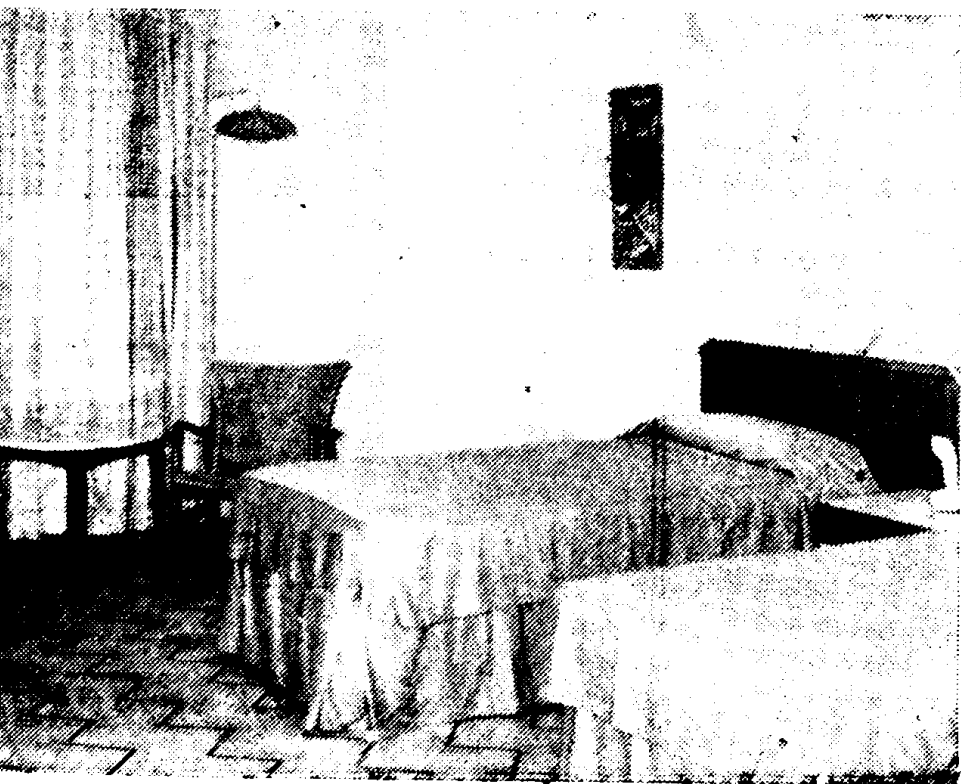
He came to Aruba September 12, 1929 as an oil inspector in the Laboratories, but transferred to the Process Department the following month. In the years to come he progressed through a long succession of operating positions, and was named general manager December 19, 1955.

He has been executive vice president since December 3, 1956.

He has been a director of the company since 1949.

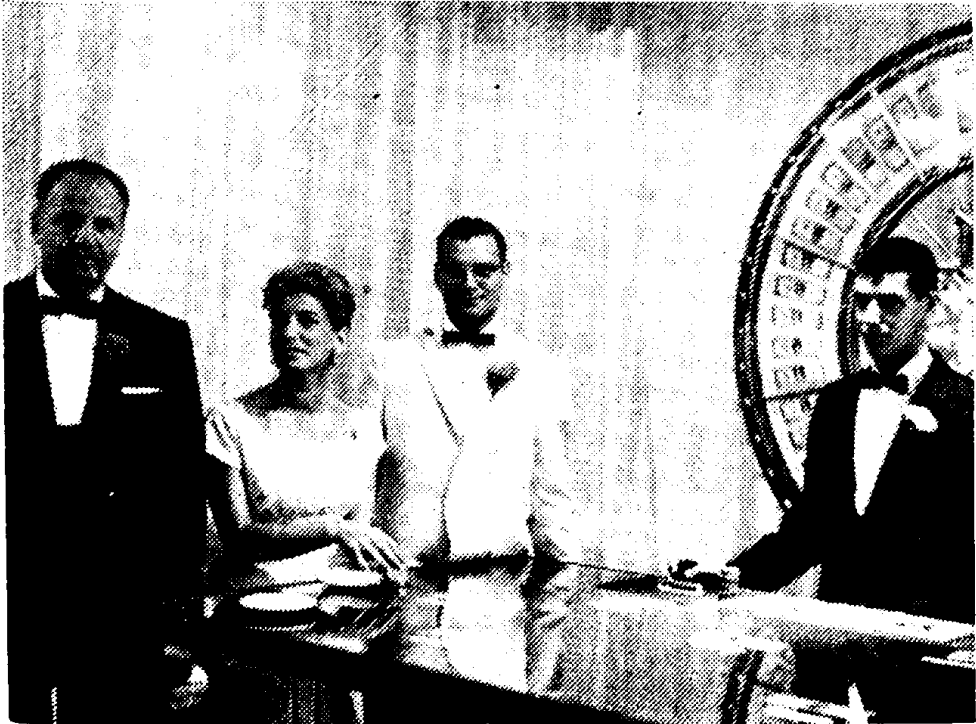


The Papiamentoe diningroom was, during construction of the hotel, Hotelschool. About 100 boys and girls studied here for many different service jobs in the hotel. They were all enthusiastic and a very high percentage of them was signed on for the various jobs in the hotel.



Every single detail had the attention of the designers. Furniture, spreads and curtains, as well as the color of the walls were chosen with great taste. Toppicture; one of the suites. At left bedroom. The floortiles were of special design and manufactured locally by J. G. de Castro.

IMPORTANT GUESTS GATHERED IN WORLD'S NEWEST HOTEL-CASINO



Happy dreams for sale at luxurious casino.



KLM directors from USA, and Antilles plan great future.



Optimism every where. Local businessmen see great opportunities



„Buffet line“.. safe feeling for minister Debrat. Insurance experts follow in line.



Lower lobby got new dress-shophe.



For Spear fishers the deep blue Caribbean is a good hunting place. These boys caught a 300 lbs. fish with the spear. Took some cunning, though to bring the catch home.



Hildegarde popular in Aruba Caribbean as in the States.



Lucullus' feast for eye & tongue



Great crowd witnessed historic happening.



Labour minister has good reason for smile...



Hotel jobs... for Bell boys, Waiters, barkeepers... they all have their special difficulties to master, before excelling in it. So take the opportunity and study. Make notes and read them through to night. A hotel creates many jobs. More power to it.

Highlights of a happy evening

It's open now, the ribbon was cut by charming miss Arends, daughter of Aruba's Lt. Governor and Mrs. Arends. It's open the hotel and open is the road to the development of Aruba's tourist industry..... This is not the end... but the beginning, said the various speakers.

A happy day for Aruba.

Happy too, that so many came to celebrate with the Arubans. The impressive Venezuelan delegation with ministers: dr. Jose Antonio Mayobre (Agriculture), dr. Luis Augusto Debuc Interior), dr. Luis Hernandez Solis (Labour), and a representative of the foreign affairs ministry dr. Luis Rodriguez Espina.

Then there were the American and Netherlands ambassadors in Curacao. The prime minister of the Antilles and all the members of his cabinet.

Venezuela representatives of Venaruba, the investment company in Venezuela in the hotel, dr. Mallan, promoter of this investment firm.

There were businessmen of the largest commercial enterprises at the Antilles. Directors of worldwide oil companies and representatives of all Aruba's walks of life. All celebrating the happy event of the completion of a great and daring enterprise. Yes, there were official speeches, but there was also a cold buffet, fit for a king.

The official ice was broken, when the incomparable Hildegarde poked fun at a minister. His Excellency liked it most and turned out to be a fine and humorous sportsman. There was also Chavez and his musicians, who won the hearts of all when a new tune was played, composed by artist Chavez, who saw inspired by Aruba's hotel and climate. Fittingly he named it Aruba's breeze. There was the casino where dreams can be bought. There was the absolute absence of first day jitters. Aruba Caribbean went off to a flying start. The staff from humble bell-boy to general manager proved their worth. It's good to be in them with the confidence of the ba.....

P.S. More service to you. New shops were opened. Whitfield's Lower lobby dress shoppe and Maduro & Sons travel agency. They reserve roundtrips to all continents, sightseeing trips in Aruba and (for the time being) single trips to the moon.

Aruba hopes you'll be back often!



Complete travel service in lower lobby.

THIS HAPPY OCCASION CALLS FOR
HEINEKENS

IMPORTED BEER
—FROM HOLLAND—

THE MOST DELICIOUS AND MOST POPULAR BEER FOR HAPPY SOUL - CONDITIONING

From wasteland to fun-packed vacation center

Incentives and Industrial growth in ARUBA

The Curacao island of Aruba in the Caribbean today

ment is a by the development of a bold and from present indications, highly successful economic program.

Here the Aruban administration has solved the knotty problem of how to give free enterprise the maximum opportunity for growth while at the same time bringing to the population of the island the maximum social benefits of the Twentieth Century.

Good Tax Situation

On Aruba, business enjoys an extremely attractive investment climate, an inviting tax situation, and a minimum of hampering red tape. On this same island there is practically no unemployment, 2 per cent of the population is in good schools, and the inhabitants enjoy the highest standard of living in the Caribbean and one of the highest in the world.

The Aruban program has begun to pay off. There is considerable interest in the possibilities of a chemical plant on the island.

As a result of the evaporating process of the sea water distilling plant, salt-cake containing a number of chemicals will be available in quantity. With relatively cheap electricity, electrolysis of the salt to produce caustic soda, chlorine and some minor products offers an attractive industrial opportunity. Oil refineries are using a lot caustic soda and in the Antilles are two of the largest refineries of the world, so the market for the product is good.

Geologists who have made superficial studies of the island say there is a distinct possibility that the southwest coast of Aruba may produce oil.

Plans for thorough mineral explorations are being made ready for 1960.

ECC To Aid Trade

The European Economic Community, coming into being on January 1, 1959 is also expected to be a boon to Aruba. Duties and trade barriers of all sorts between the participating countries will disappear gradually, and this means that the competition for the American exporter to the European market will get tougher and tougher. For that reason, many American factories are setting up subsidiaries in Europe.

However, they can achieve the same result if they set up factories in Aruba, because the Netherlands Antilles are going to be a part of the EEC and any article manufactured in Aruba will enter the European market without paying duties. An American factory manufacturing on Aruba can therefore have the same advantages as though its products were manufactured in Europe plus the additional advantage of Aruba tax exemptions, which a subsidiary cannot get in Europe. What's more, the products can be exported easily to South American countries.

The Aruba success story began in 1929, when Lago Oil and Transport Co. came looking for a site to establish an oil refinery. Lago, a subsidiary of Standard Oil of New Jersey, wanted a potentially good port.

When the Netherlands Antilles obtained full autonomy as a co-partner in the Kingdom of the Netherlands in 1954, the island administration almost immediately launched a bold and far-sighted program that is coming into full fruition this year.

Tax Holiday For Ten Years

First came the creation of an inviting investment climate, to woo new industry and diversify the economy. Today industrial or tourist-type enterprises can obtain a tax holiday for a period of 10 years after being established. Required is an investment of about \$ 50,000 for the new business, except in the case of tourist hotels, where an investment of about \$ 250,000 is necessary. If the enterprise regularly employs at least 50 Arubans, it is possible to invest a smaller amount and still obtain the exemption.

Qualifying industries are exempt from all profits tax, real estate tax, and from the levy on import duties on goods for building material is needed to establish the enterprise. Indeed, these profits in the form of dividends are also exempt from personal income taxes within two years. There is a sales tax.

Security of operation is one of the chief attractions. Foreign investors may own all or part of any enterprise, and there are no restrictions against the employment of foreign managers and technicians. The threat of expropriation or nationalization of foreign enterprises does not exist in the Netherlands Antilles.

Holding or investment companies organized exclusively to hold securities, are subject to a tax of only 2 1/2 per cent. No capital gains tax is required of them. Trusts get the same tax treatment.

Double Taxation Eliminated Today the Netherlands Antilles are included in the U.S.A. Netherland treaty eliminating double taxation. Foreign companies which qualify may obtain a general license giving them the status of a non-resident and freedom from foreign exchange control. The Antillean guilder is a "hard currency" with a fixed exchange rate of 1.885 to \$ 1 U.S.

To these advantages have been added those of a free port. Import duties outside the free zone are very low. Oranjestad harbor, the commercial port of Aruba, was recently dredged to 33 feet. Establishment of a free zone within this harbor's limits makes the capital of Oranjestad and ideal place for transshipments, and interested investors can erect warehouses there. The port of San Nicolaas, on the south-eastern tip of the island, is the deepest in the Caribbean, with 400 feet depth.

There is daily air service by KLM Airline to the U.S. and South America. Oranjestad is six hours by air from Miami. Shipping lines which regularly call at the island include Grace Line, Alcoa and KNSM.

Guests invited for the grand opening

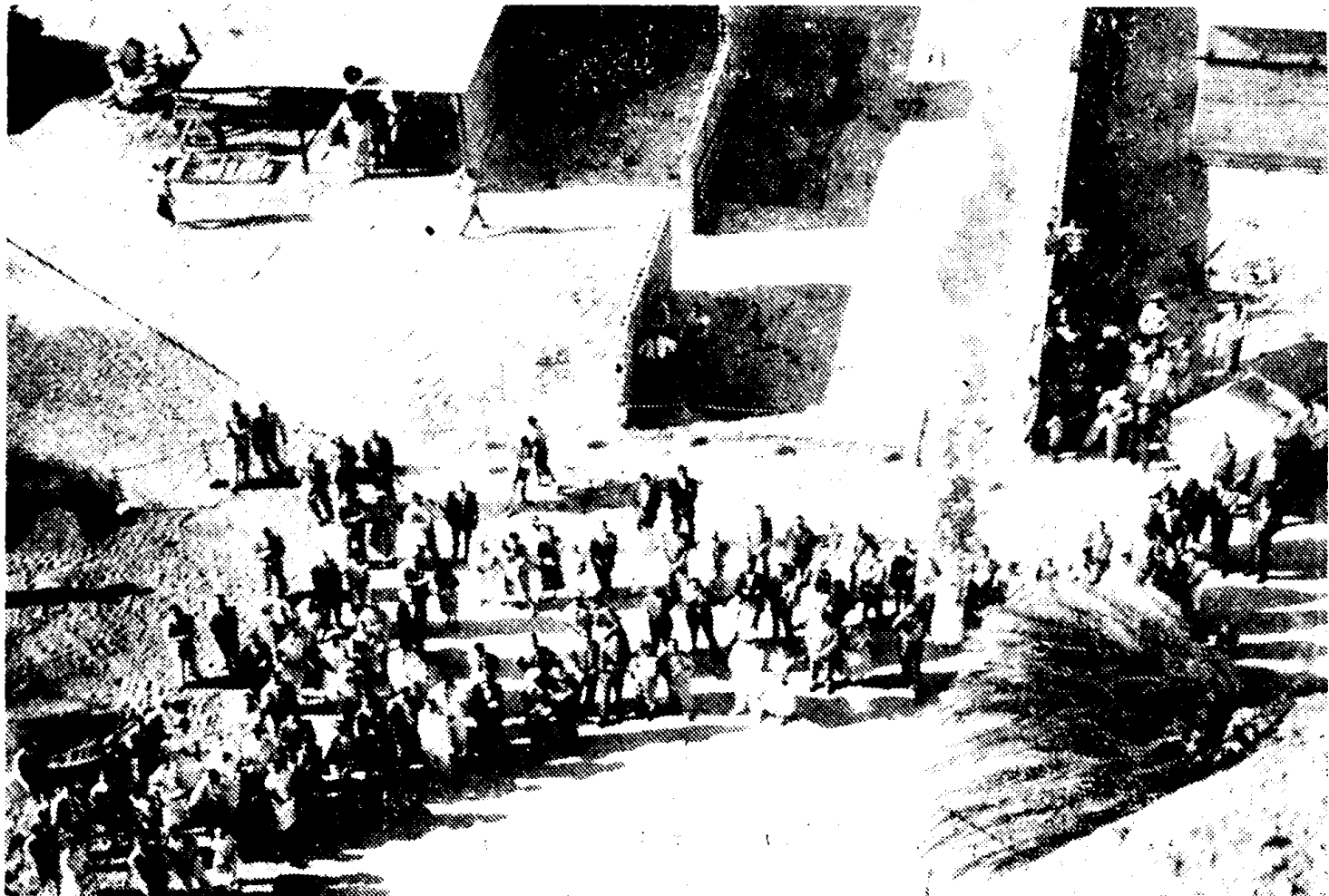
Oranjestad — For the grand opening of the Aruba Caribbean hotel a governments delegation from Venezuela is expected. Also present will be H.E. the Governor of the Netherlands Antilles dr. Speekenbrink, and several cabinet ministers.

From Venezuela were invited: H.E. the Netherlands Ambassador in Venezuela, dr. Boon, H.E. the American ambassador in Venezuela, mr. E. Sparks. The president of the Creole Petroleum Corp., mr. Proudfoot. The director of the Venezuelan Tourist bureau, mr. Aquiles Benitez, the Director of the Venezuelan Aeronautica Civil dr. Horacio Lopez Conde, the asst. president of the Compania Shell de Venezuela, Jose Geicopini Zarraga the Manager of Hotel Avila, Caracas, mr. Garder, representatives of Venaruba (Venezuelan investors in the Aruba Caribbean hotel) dr. Phillip Mallen and dr. Brucker. Three travel agents were invited and reporters of the daily newspapers La Esfera, Universal, El Nacional.

From the U.S.A. are expected: F. Frisby - Vice Pres. Grace Line; J. Witten Gijbeek - Sales Manager K.L.M.; Frank Muni - Publ. Relations K.L.M. N. York; Korean Manager K.L.M. Western Region U.S.A.; Stewart Schackne - Publ. Relations Manager Standard Oil N. Jersey; Representative Delta Airlines; Wenzel - Pan Am. Airways; Representative Transcaribbean Airways; Miss Lee Karwick - Executive Director Car. Tour. Ass.; Henk Mayer - Henk Mayer Associates.

8 Travel Agents and reporters of The Miami Herald, the National Broadcasting Co. Interline Reporter, Travel Agent, Hotel Management, Travel weekly and Asta Travel News.

Special newsreel movies will be made by Bolivar Films of Venezuela. These will be shown on TV and in 36 moviehouses in Venezuela.

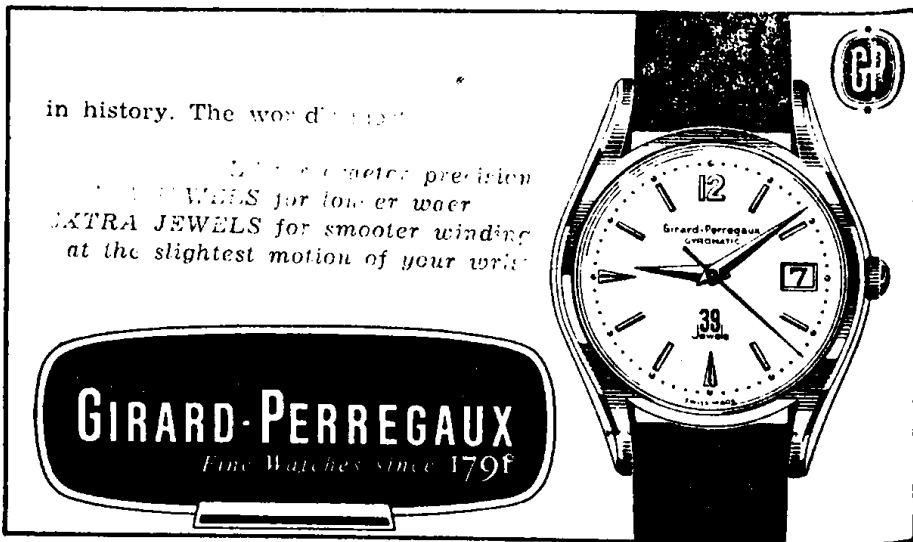


How it grew. The top photo shows the palm lined beach, where the hotel was build. No palms were destroyed. Where necessary they were transplanted. Aruba owes its palm beach to two young men, who about 40 years ago planted the palms. In the second picture they're all looking up. Its for the Dividivi tree (next picture) that was planted on the roof, as a sign that the highest point of the sructure was reached. After all this work..... there's play now. Center of activity is the swimming pool of the world's most modern hotel, Aruba Caribbean.



THE PEARL OF THE ORIENT

LEO BERLINSKI
JEWELRY - ORANJESTAD
ARUBA, N.A.



The best assorted jewelry stores on the island.

- DIAMONDS
- EMERALDS
- STAR SAPPHIRES
- OPALS
- PEARLS etc.
- GOLD and SILVER Jewelry of the finest qualities and designs.

All articles sold under guarantee!



SLAMAT DATENG

MEANS:

WELCOME

and a WELCOME it is in friendly, exciting romantic

BALI

ON THE WHARF GENTLY FLOATING RESTAURANT. No Menu, but ... Real Genuine Indonesian

RIJST-TAFEL

(RICE-TABLE)

40

Different, palate kissing spiced dishes. Separately served. An unforgettable happy experience.

BALI

chosen by the CARIBBEAN TOURIST ASSOCIATION (New York)

As the BEST restaurant in the Caribbean.

ARUBA STEAM LAUNDRY

AND

DRY CLEANING COMPANY N. V.

- HOTEL LAUNDRY
- DRY CLEANERS
- VALET SERVICE

PHONE 5558

PHONE 5558

For your electrical needs

See GENERAL STORE

C. L. JULIAO
Oranjestreet 26.

PRESS AMONGST FIRST TO ADMIRE HOTEL



Before the official opening of the hotel, Carl Wolff received representatives of the Aruban press. Standing r.l.t.r. C.B.J. Celaira, newscaster of Voz di Aruba, Deputy Oscar Henriquez, mr. Reep, of the architects firm of Lapidus, Jos vander Schoot, repr. the Dutch War service ANP, Carlos Kerkboom, director of Radio Kerkboom PJA 5, Nicolas Piña, member of the governments in information service, mr. Ethier, manager of Condado Caribbean hotels, just returned from a three-month trip in Latin America. E. A. Bailey, editor of the Voz di Aruba. C. Pieters, correspondent of daily La Prensa, Adrian Arends, director of radio station Voz di Aruba, mr. Rubens, exec. Vice president of Condado Caribbean Hotels, Seated r.l.t.r. Lapidus, Architects. Mrs. Echelson, correspondent of Daily Journal (Caracas), Carl Wolff and Michael Kuiperi (in charge of the Aruba tourist bureau. Not in the picture, but present at the dinner: Wick Wolf, editor of Arubaanse courant and Gerit Schager, Aruba editor of Amigoe di Curacao.

Aruba has the purest drinking water in the world. The water from the 10 million dollar distillation plant is tasteless. To suit you, has been added.

Nassaustraat 34

Oranjestad

SPECIALIZING IN MATERIALS BY THE YARD!

- Swiss embroidered linens
- Organza's
- Nylons
- Genuine Italian silk
- Drip-dry material

Nassaustraat 34

You're very welcome!

ARUBA HARDWARE STORE

B. J. ARENDS

Oranjestad Aruba, Phone 1057.

STANLEY

hand- and electric tools

PHILIPS

bicycles and parts

SAPOLIN and WOOLSEY paint and paint products.

THE BEST ASSORTED HARDWARE BUSINESS ON THE ISLAND

Robin's farms grow Tobacco on water

Bayuk Cigars, Inc. of Philadelphia, Pennsylvania, manufacturers of Phillies, Websters, and other popular brands of cigars, has awarded a research grant to Robins Farms International, Inc. for the purpose of exploring the commercial possibilities of growing cigar wrapper tobacco (deblad) in Aruba.

The recent very high sales increase in the cigar industry coupled with an ever increasing shortage of wrapper tobacco has caused Bayuk to explore other areas where this crop might be grown. Present world acreage is limited to the Connecticut Valley and a small section of North Florida -- South Georgia in the U.S. Former supplies from Sumatra are virtually non-existent.

Mr. Robins, on behalf of the Nutriculture Farm, states that there is every indication that wrapper tobacco can be grown in Aruba under nutriculture conditions. He began experimental work with this crop in Puerto Rico in 1954. The dry climate of Aruba and the paucity of fungus could be very advantageous in the cultivation of this crop. Excellent

transportation from Aruba to the U.S. both by sea and by air provide for assurance of a continuing export.

The grant provides sufficient funds for the construction of nutriculture growing beds and tanks to begin trial seed selections. Robins Farms International will furnish the personnel required in addition to providing the laboratory research work on various nutrient solutions. Should the initial work indicate successful results, the grant will be extended to provide for the growing of large commercial quantities of the selected leaves.

Mr. Robins stated that even though the commercial potential for this crop in Aruba is remote at the present time, he feels that the possibilities are extremely promising. "It will be a pleasure to work with the Bayuk Cigar Company for in my opinion not only is that company one of the largest cigar manufacturers in the U.S.A., but also the most progressive tobacco farmers. Bayuk has for many years owned tobacco farms."

CHAS' NEME PIONEER HOTEL BUILDER

Oranjestad. A place of honor in this special hotel edition, deserves mr. Chas Neme, prominent businessman and pioneer in the hotelbusiness of Aruba.

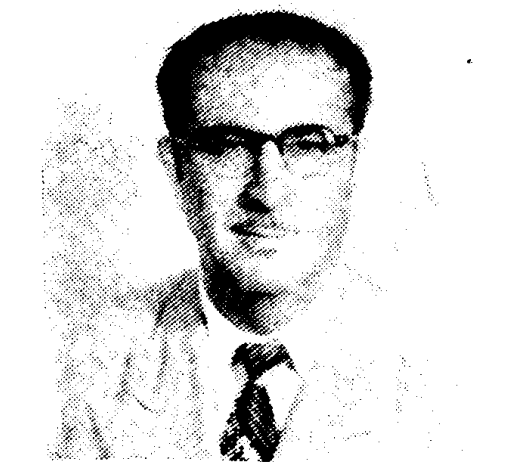
When nobody believed in tourism, he invested private capital in the building of Aruba's first hotel, the Strand, at the LL. Smithboulevard, Oranjestad.

Years later, he tried to interest his fellow merchants in the building of a first hotel resort on the beach. Again however, it turned out that many liked the idea, but did not want to risk any capital. Their confidence in Aruba's future as a tourist center was small...

Chas Neme went ahead. With the cooperation of the government he build the first hotel on the beach, the BASIRUTI.

Chas Neme, who has several highly successful businesses at Aruba, was born in the Lebanon. More than twenty years ago he came to Aruba, where he started out small, gradually building up a business that now belongs to the most important of Aruba and where many dozens of people find

steady and good employment. No doubt has his decision to risk his capital and build the Basiruti hotel also influenced thinking and building up enough confidence, to make the Aruba Caribbean possible.



CONTRIBUTION TO JAZZ

A cultural contribution of the island of Aruba is a new jazz instrument, the WIRI WIRI. Made of a length of steel, ridged like a washboard, the Wiri wiri is played with an ice-pick. The clear metallic beat accentuates the sharply syncopated Aruban dance music. One of the most popular rhythms... the Tumba.



Flowershop Rozenoord Rondweg 49

TEL. 1637

We congratulate ARUBA CARIBBEAN!

YOU SAY IT BETTER WITH FLOWERS of

ROZENoord

BASIRUTI

HOTEL-CLUB

THE FIRST TOURIST RESORT ON THE NICEST SPOT OF PALM BEACH

FOR A DIFFERENT DISH IN FUN PACKED INFORMAL, PLEASANT ATMOSPHERE, RESTAURANT, BAR- DANCE FLOORS

SO NEAR (walking distance Aruba Caribbean) YET SO DIFFERENT. FUN IN THE SUN AT INFORMAL

BASIRUTI

THE EPITOME OF HOSPITALITY

Visit the finest „year-round" playground in the Caribbean

ARUBA, Netherlands West Indies



ARUBA is easily accessible by boat or plane from all parts of the globe and offers you the very best for a most enjoyable and carefree vacation.

- BEAUTIFUL BEACHES with opportunities of all kinds of watersports
- MECHANDISE from all over the world at free-port prices
- CONTRASTING SCENERIES and a constant mild climate

BE SURE TO SPENT YOUR NEXT VACATION IN ARUBA

For more information write to:

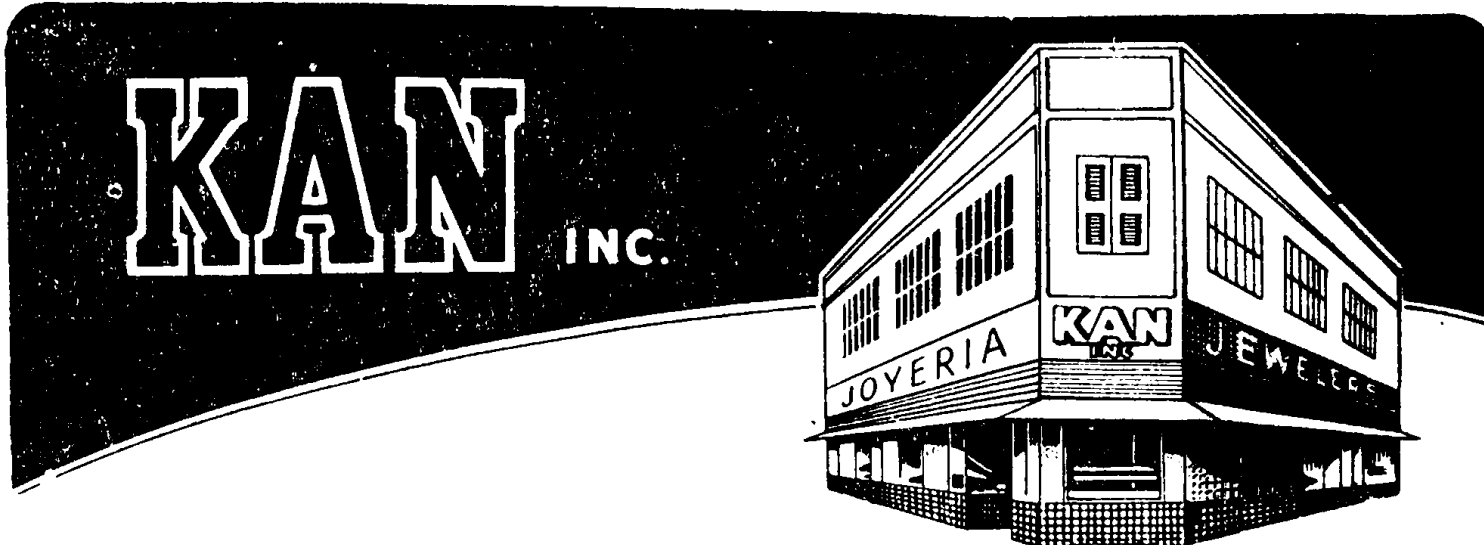
ARUBA TOURIST BUREAU Oranjestad - Aruba

or

N.W.I. TOURIST BUREAU 475 Fifth Ave. (Room 416) New York 17, N.Y., U.S.A.

or

HANK MEYER ASSOCIATES 407 Lincoln Road Miami Beach, Fla., U.S.A.



Aruba, 17 July 1959

Mr. C. Wolff, General-Manager Aruba Caribbean Hotel, Palm Beach, Aruba, N.A.

Dear Mr. Wolff:

Your fine hotel is about to be officially opened. We take this opportunity to congratulate you, your principals and your staff on this occasion.

We are happy that the „Aruba Caribbean Hotel" is in business now. We know it will be a succes, because we are convinced that our little, yet delightful island offers everything tourists can ask for.

They will discover a fine modern hotel, beautiful beaches, a quaint little town, delightful weather and in the stores world famous articles at bargain prices. We, of Kan, Inc., have tried for over 40 years in Holland and more than 10 years here in Aruba to give our ever increasing number of costumers just those world famous articles at just those bargain prices.

We, of course, plan to continue with this successful policy and we hope to grow together with your hotel, together with Aruba. We wish you every bit of success and offer you all possible cooperation.

Yours truly, KAN, Inc.

TEL. 1193 NASSAUSTRAT 47 ORANJESTAD

Gracias Amigos

The Aruba Caribbean Hotel and Casino wishes to express its heartfelt appreciation to all those wonderful individuals and organizations whose interest and cooperation have made possible this great achievement for Tourism in the Netherlands Antilles and for the Island of Aruba.

TO OUR ARCHITECT

MORRIS LAPIDUS, KORNBLATH, HARLE & LIEBMAN, A.I.A.

TO TAYLOR WEST INDIES CONSTRUCTION CORPORATION

TO ARUVEN, N.V. and VENARUBA, LTD., whose vision and personal investment have made this dream a reality....

TO THE PEOPLE OF ARUBA, whose cooperation and skilled labor have physically brought forth this Gem of the Caribbean....

To all those we humbly give our thanks and our solemn promise that we shall endeavor to justify their faith, and we extend to all our friends the invitation to share with us the facilities and delightful experiences to be enjoyed in this, YOUR Hotel....

MORRIS R. DE WOSKIN,

President

PHILIP PEKOW

Vice president

NATHAN SCHWARTZ

Treasurer

CARL DEVOE

Secretary

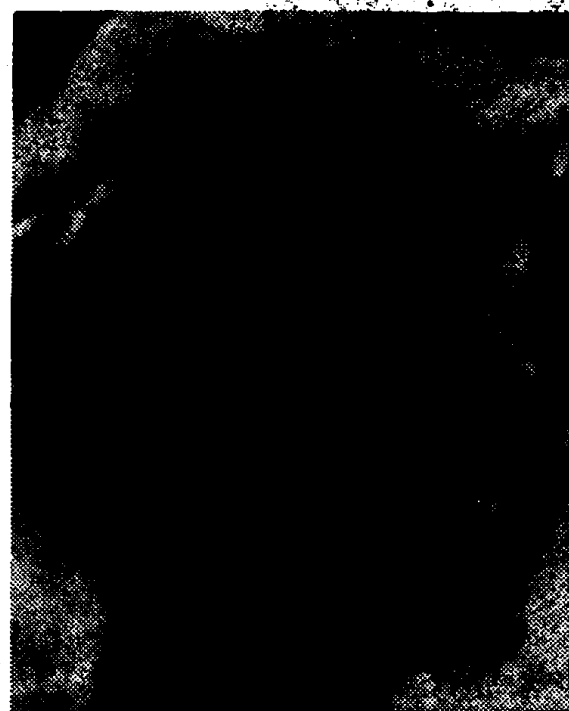
CARL WOLFF

General manager

TAYLOR WEST INDIES CONSTRUCTION CORPORATION is most proud that they were chosen by ARUVEN, N.V., VENARUBA Ltd., and the GOVERNMENT of ARUBA to construct this magnificent edifice, the beautiful ARUBA CARIBBEAN HOTEL and CASINO.

We hope that it will serve not only the people of Aruba, but all the people of the Americas.

May we join in extending our best wishes for success to the ARUBA CARIBBEAN HOTEL and CASINO.



The CASINO of the Aruba Caribbean Hotel

announces with pride its policy of presenting you with the finest in entertainment and dance music.

„The incomparable“ Hildegard will headline our initial production and presage the caliber of quality entertainment that we will provide for all our guests and friends.

MORRIS LAPIDUS, KORNBLATH,

HARLE & LIEBMAN, A.I.A., the AR-

CHITECTS and DESIGNERS of the

Aruba Caribbean Hotel and Casino,

extend their sincerest wishes for the

success of the Aruba Caribbean Hotel

and Casino.